

OKEAC

Bladet

Magazine 1/85



Vi er på rette vej. Side 6.

Kæmpe-kontrakt til Nakskov Skibsværft. Side 3.

Hundredårs-fest i Thailand. Side 14.

Festlig navngivning i Japan. Side 4.

We're on the right track. Page 6.

Huge order for Nakskov Shipyard. Page 3.

Centenary celebration in Thailand. Page 14.

Festive naming ceremony in Japan. Page 4.

Forsiden
M.s. »Selandia«.

Front page
M.s. "Selandia"

Bagsiden
Deltagerne i lederkonference

Back page
Participants in management conference

Indhold/ Contents

- 2 Formandens nytårshilsen
New Year's message from the
Chairman
400-årig træstamme bliver museums-
skib
400-year old tree will be museum ship
- 3 Kæmpe-kontrakt til Nakskov Skibs-
værft
Huge order for Nakskov Shipyard
- 4 Festlig navngivning i Japan
Festive ceremony in Japan
- 5 Containerskibe har øget kapaciteten
Increased capacity for container ships
- 6 Leder-konferencer
Executive conferences
- 8 Grafisk skole i Malaysia
Graphics school in Malaysia
- 9 Stigende grafisk salgskurve
Graphics sales chart looks good
- 10 ØK-museet moderniseret
Face-lift for EAC museum
- 11 Bryggeriet i Malaysia udvider
Malaysian brewery expands
- 12 Skibsledelsen får større
selvstændighed
Greater independence to ship
management
- 14 Århundredets fest i Thailand
Celebration of the century in
Thailand
- 17 Skibsadoption når den er bedst
A fine example of ship adoption
- 18 Træforretningen udvider i
Filippinerne
EAC-Timber: Expansion in the
Philippines
- 19 Jorden rundt
Round the world
- 22 Bergmann, Smith & Co.
- 24 Produkttankskibe
Product carriage by sophisticated
vessels
- 25 Udstilling i Kina
Chinese exhibition
- 26 Nyt om navne
People

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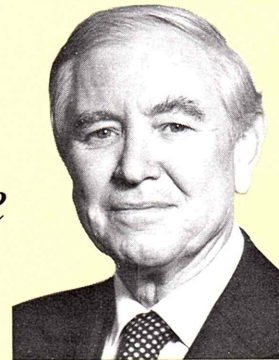
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Formandens nytårshilsen til medarbejderne

Nu, da vi går ind i det nye år, vil jeg gerne sende en hilsen til alle vore medarbejdere, både ude og hjemme.

Jeg tror, vi alle i Kompagniet vil mindes året, der svandt, med glæde, fordi det virkelig lykkedes os at opfylde de forventninger, vi stillede ved årets begyndelse. Disse resultater kunne kun opnås gennem en meget loyal og dygtig indsats fra alle vore medarbejdere, og det vil jeg gerne hermed på Kompagniets vegne udtrykke en varm tak for.

Jeg ønsker Dem alle et rigtig godt nytår!



T.W. Schmith.

New Year's message from the Chairman

As we enter another year, I would like to take this opportunity of conveying my best wishes to all our employees in Denmark and abroad.

I think everyone in the Company will look back upon 1984 with pleasure because we succeeded in fulfilling the expectations held at the beginning of the year.

It would not have been possible to achieve these results without the loyalty and skill of all our employees. On behalf of the Company I want to express my sincere gratitude.

At the same time I wish you all a happy and prosperous New Year!

T.W. Schmith

400-årig træstamme bliver museumsskib 400-year-old tree will be museum ship

I Vikingskibshallen i Roskilde ligger en 15 m lang træstamme og venter på at blive omdannet til en canadisk kano. Den er kommet til Danmark med hjælp fra bl.a. ØK.

Den 1. april kommer den 72-årige Nootka-indianer George Lowie til Danmark fra Victoria på Vancouver Island, British Columbia, sammen med sin kone og to af sine sønner. De

skal i Vikingskibshallen i Roskilde bygge en »whaling canoe« som led i museets arbejde med og forskning i håndbygningstraditioner for gamle skibe.

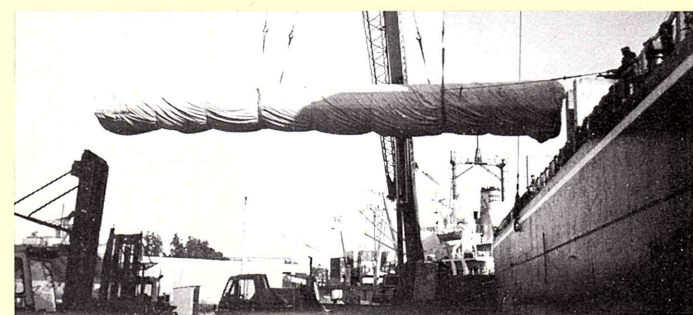
Materialet til bygningen af kanoen er en thujastamme, fragtet fra Canada til Europa med et ØK-skib. Stammen er 15,5 m lang, godt 2 m i diameter og vejer 17 tons. Den er skåret fra et 55 m højt og mere end 400 år

gammelt træ, der voksede i de store skove i Tahsis-området i det vestlige Canada.

An impressive piece of timber, 400 years old and 15 metres long, has been delivered to Roskilde Viking Ship Museum in Denmark – where it will become a Canadian whaling canoe. EAC helped transport the log from Canada to Europe.

Den 15,5 m lange og 17 tons tunge stamme på vej ned i »F. P. Conveyor«s store lastrum i Crofton i Canada.

The red-cedar log, 15.5 m long and weighing 17 tons, was stowed in the hold of the 'F. P. Conveyor' at Crofton in Canada.



Kæmpe-kontrakt til Nakskov Skibsværft

Efter langvarige og meget vanskelige forhandlinger kunne Nakskov Skibsværft den 10. december meddele medarbejderne, at den største nybygningskontrakt, som noget danske værft endnu har opnået, endelig var halet i land.

Det drejer sig om bygning af to semi-submersible borefartøjer af typer »Super Yatzy«, der er udviklet af Dyvi Engineering og Norwegian Rig Consultants. Ordren har en værdi af ca. 2 milliarder kroner, hvoraf to tredjedele placeres på danske virksomheder. Hovedparten – ca. 50 pct. – går til Nakskov Skibsværft.

Borefartøjerne skal leveres i 1987 til K/S Difko XLIV, et kommanditselskab i Dansk Investeringsfond, der bortcharterer dem på langtidskontrakter til I/S Joint Offshore Drilling I og II. Difko har udbudt borefartøjerne i 40.000 anparter à kr. 50.000 og regner med derigennem at have finansieringsgrundlaget klar i løbet af kort tid.

»Super Yatzy« kan på op til 450 m vand bore 6.000 m ned i undergrunden, og det nyudviklede design arbejder med lavere stål vægte end hidtil, men imødekommer alligevel de særlige krav til manøvreedygtighed, bæreevne og vinterfaciliteter, der stilles til borefartøjer, der skal arbejde i Nordsøen.

Borefartøjet har en total højde på 96 m, hvoraf boretårnet måler 57½ m. Platformen er 60 m bred. Denne tegning viser boreplatformen, der her stikker 7½ m dybt, ved siden af Nakskovs Sankt Nikolai Kirke med det 72 m høje tårn.

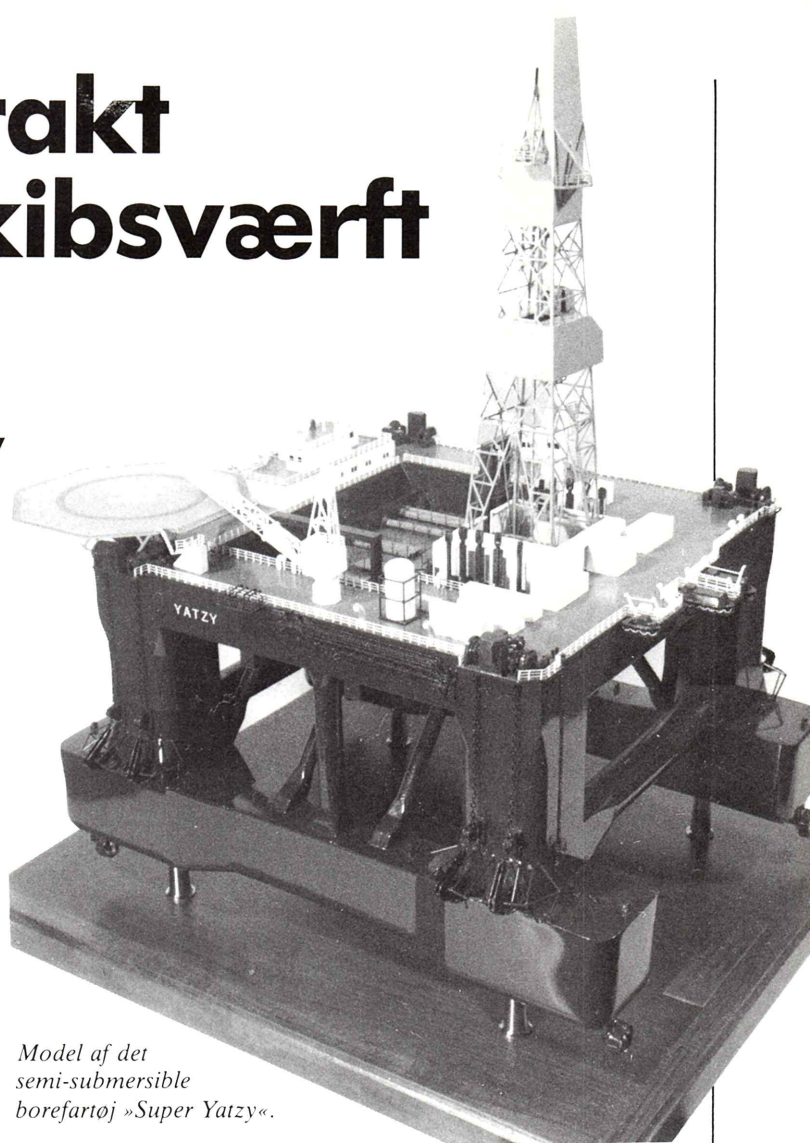
The total height of the drilling rig is 96 m, of which the derrick accounts for 57.5 m. The platform is 60 m wide. This drawing illustrates how the rig (standing in 7.5 m of water) will compare with the 72-m tower of St. Nicholas Church, Nakskov.

Huge order for Nakskov Shipyard

On December 10, after lengthy and very difficult negotiations, Nakskov Shipyard was able to inform its staff that the largest new building order ever obtained by a Danish shipyard, finally had been secured.

The contract is for the construction of two semi-submersible drilling rigs of the 'Super Yatzy' type, developed by Dyvi Engineering and Norwegian Rig Consultants. The order is worth approx. D.kr. 2.000 million, two-thirds of which will go to Danish enterprises. Nakskov Shipyard will undertake approx. 50% of the work at its own facilities and orders for an additional 15% will be placed with Danish enterprises.

The drilling rigs are to be delivered in 1987 to K/S Difko XLIV, a limited partnership under Dansk Investeringsfond, which will charter them on long-term contracts to I/S Joint Offshore Drilling I and II. Difko is selling the rigs to the public in the form of 40,000 shares



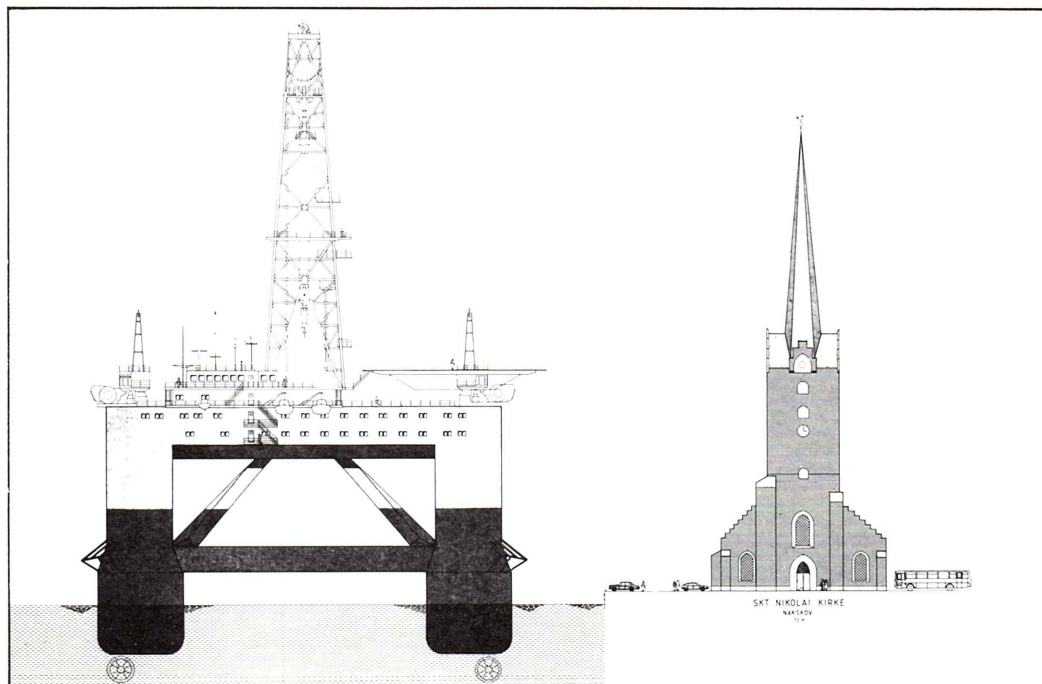
Model af det semi-submersible borefartøj »Super Yatzy«.

Model of the semi-submersible drilling rig, 'Super Yatzy'.

of D.kr. 50,000 each and expects the financial arrangements to be completed soon.

The 'Super Yatzy' can drill 6,000 meters into the seabed at a water depth of up to 450 m.

The newly developed design uses lower steel weights than earlier drilling rigs but still complies with the special demands of maneuverability, load capacity, and winter facilities so imperative to rigs drilling in the North Sea.



Festive ceremony in Japan



It was a festive occasion indeed at the Mitsui Engineering & Shipbuilding Yard, Tamano, Japan, when Mrs. Y. Abe, wife of the Japanese minister of foreign affairs, named the lumber/bulk carrier, built for Forest Product Carriers (International) Ltd.

Many guests attended the official naming and launching of the carrier, among them representatives of Mitsui-OSK Lines and of EAC. Another prominent guest was Mrs. M. Kato, who made a speech during the ceremony on behalf of her husband, member of the Parliament Mr. M. Kato. The two companies between them own Forest Product Carriers (International) Ltd. (FPCI).

The sponsor (extreme right) with (l. to r.) Mr. K. Aiura, president of Mitsui O.S.K. Lines; Mr. Henning H. Sparsø, Mrs. K. Onishi; Mrs. S. Aiura; and Mrs. M. Kato.



The new vessel, which was named 'FP Clipper', has been built specially for the transportation of forest products. The 'FP Clipper', 41,200 tdw., has box-shaped open hatches with mechanical ventilation, and is equipped with five high-speed cranes, each with a capacity of 25 tons.

The new vessel is expected to commence loading on the West Coast of North America on her first scheduled trip around the middle of April, which will mark her entry into the FPCI service from the West Coast of North America to U.K. and Northern Europe. This route is already employing two other vessels built specially for the service, the 'FP Carrier' and the 'FP Conveyor', both 39,000 tdw.

The operation of Forest Product Carriers (International) Ltd. is carried out by EAC, Copenhagen.



The launching of 'FP Clipper' »FP Clipper« søsættes.

The sponsor, Mrs. Y. Abe. Skibets navnemoder, Mrs. Y. Abe.

The sponsor, Mrs. Y. Abe, with (left) Dr. K. Maeda, president of Mitsui Engineering & Shipbuilding Co. Ltd. Also in the picture are Mr. Henning H. Sparsø, managing director, EAC, and a number of the guests attending the naming and launching of the lumber/bulk carrier.



Festlig navngivning i Japan

Ved en højtidelig og festlig ceremoni på Mitsui-værftet i Tamano i Japan navngav Mrs. Y. Abe, den japanske udenrigsministers frue, den 21. december 1984 den lumber/bulk carrier, der er kontraheret til Forest Product Carriers (International) Ltd. Navngivningen og den efterfølgende søsætning blev overværet af en række gæster, bl.a. repræsentanter for Mitsui-OSK Lines, Tokyo, og ØK, der sammen har etableret Forest Product Carriers (International) Ltd. (FPCI). Skibet, der fik navnet »FP Clipper«, er specialbygget til transport af skovprodukter. Det er

på 41.200 tons dødvægt, har »box shaped« åbne luger med mekanisk ventilation og er udstyret med 5 hurtigtarbejdende kraner, hver med en løfteevne på 25 tons. Nybygningen forventes at ville laste på Nordamerikas vestkyst på sin første rejse i midten af april og indgår dermed på FPCI's rute fra Nordamerikas vestkyst til Storbritannien og Nordeuropa. Ruten betjenes i forvejen af de ligeledes specialbyggede skibe, »FP Carrier« og »FP Conveyor«, begge på 39.000 tdw. Nybygningens kaptajn og senior-officerer bliver danskere.

Containerskibe har øget kapaciteten

Det er måske lidt svært at se, men det kan i hvert fald tydeligt mærkes: M.s. »Selandia«, der her og på forsiden ses ved indsejlingen til Hong Kong, er blevet 15 m længere og kan nu laste 244 flere containere, d.v.s. i alt 2.821 TEUs. Også søsterskibet m.s. »Jutlandia« er blevet ombygget til samme kapacitet.

To andre partnere i samsejlingen ScanDutch, Transocean, Göteborg, og Wilh. Wilhelmsen, Oslo, har ligeledes forøget deres skibes kapacitet med ca. 10% til hhv. 2.870 og 2.670 containere, medens de øvrige partnere i samsejlingen – Nedlloyd Lijnen i Rotterdam og Compagnie Générale Maritime i Paris – allerede har en tilsvarende kapacitet på deres skibe.

Samtidig med forlængelsen har de to ØK-skibe og Wilh. Wilhelmsen's »Toyama« fået maskineriet ændret fra impuls-trykledning til konstant trykledning, hvorved driftsøkonomien er blevet forbedret. »Selandia« og »Jutlandia«s tre hovedmotorer ydede oprindeligt

tilsammen 75.000 bhk – de største dieselmotoranlæg, der endnu er installeret i et skib. De tre motorer gav tilsammen skibene en marchhastighed på godt 28 knob.

Da der på grund af bunkerpriserne nu sejles med nedsat fart – økonomifart – er motoranlæggets samlede hestekraft-effekt reduceret til 54.000 bhk, svarende til ca. 24 knob. Hermed har skibene stadig et kraftoverskud, således at de kan indhente eventuelle forsinkelser undervejs mellem anløbshavnene. De to skibe er nu 289,37 m lange, 32,25 m brede og har en sidehøjde på 23,90 m. Dybgangen er 11,93 m og dødvægten 40.824 tons, medens bruttotonnagen er 54.035 tons.

Samsejlingen ScanDutch – med hovedkontor i København og den administrerende direktør hentet fra ØK – opretholder containertrafik mellem Europa og Det fjerne Østen med afgang hver uge i begge retninger med en høj grad af pålidelighed og regularitet.

The 'long' story of two EAC container ships

At first glance, it may not be immediately obvious but it's a fact nevertheless: the m.s. 'Selandia' (shown here and on the front cover entering Hong Kong harbour) has been lengthened by 15 metres and can now load 244 more containers, i.e. a total of 2,821 TEUs. Her sister ship, 'Jutlandia', has been given the same capacity increase.

Two other partners in the ScanDutch joint-service arrangement, Transocean of Gothenburg and Wilh. Wilhelmsen, Oslo, have also increased the capacity of their ships by approx. 10% to 2,870 and 2,670 containers respectively. The vessels of the other partners, Nedlloyd Lijnen of Rotterdam and Compagnie Generale Maritime of Paris, already have corresponding capacity.

While in dock for lengthening, the two EAC ships (and Wilh. Wilhelmsen's 'Toyama') had their engines modified from impulse turbocharging to constant pressure turbocharging, thereby improving their steaming economy. The 'Selandia' and 'Jutlandia' each have three main engines, originally generating a total of 75,000 bhp – the most powerful diesel system yet installed in any ship. The three engines gave a cruising speed of more than 28 knots.

However, with bunker prices at their present high level, the two ships now sail at a slower, more economical speed – and have had their engine ratings reduced to 54,000 bhp, corresponding to approx. 24 knots. This assures the two ships sufficient power reserve to recoup any lost time between ports.



M.s. »Selandia« og søsterskibet m.s. »Jutlandia« kan nu hver laste 2.821 containere.

The m.s. 'Selandia' and her sister ship the m.s. 'Jutlandia' can now each carry 2,821 containers.

The 'Selandia' and the 'Jutlandia' now have a length of 289.37 m, a beam of 32.25 m, and a height above waterline of 23.90 m. The draught is 11.93 m, deadweight 40,824 tons, and the gross tonnage 54,035 tons. The ScanDutch partnership,

whose head offices are in Copenhagen and whose general manager is an EAC appointee, maintains a container service between Europe and the Far East with one weekly departure in both directions and with reliable and regular sailing times.

Medarbejderne fejrer jubilæet i Thailand

Employees celebrate centenary in Thailand

Flere end et tusinde medarbejdere fejrede EAC (Thailand)s hundredårsdag ved en stor fest på Siam Inter-Continental Hotel den 30. november. De blev ved indgangen mødt af festens anledning, »EAC 100 Years«, udhugget i is.

Middagen blev nydt ved mere end hundrede borde, hvorefter der dansedes aftenen igennem. Et højdepunkt under festen var en opvisning af Aalborg Rytmiske Sports gymnastikforenings dameelitehold, hvis eminent dygtige og yndefulde dansere vakte berettiget begejstring. Et andet højdepunkt var den store lodtrækning med flyverejer, TV-apparater, køleskabe m.m. som gvinster.

Ved en familiedag i Siam Park søndag den 2. december fortsatte EAC (T)-medarbejderne sammen med deres familier og andre ledsagere – i alt over 3.000 mennesker – festligholdelsen af jubilæet med bl.a. shows og konkurrencer.

More than 1000 employees celebrated the centenary of EAC (Thailand) at a huge party at Siam Inter-Continental Hotel on November 30. They were welcomed by a sign saying 'EAC 100 years' – carved in ice!

Dinner and drinks were served at more than 100 tables, and the whole company danced throughout the evening.

One of the party's especially popular features was a gymnastics display by an elite team of ladies from Aalborg Rhythm Sports Gymnastics Association. Their co-ordinated and extremely graceful dancing was quite memorable. Another big moment came when winners were announced in the company lottery. The prizes included air tickets, TVs, refrigerators and other goods.

At a family day in Siam Park on Sunday, December 2, EAC (T) staff and their families and friends (a total of 3,000 people) celebrated the centenary with a programme of shows and competitions.

Vi er på rette vej –

Leder-konferencer i Danmark og Østasien om Kompagniets udvikling 1981-86

Kompagniets resultater og udvikling i årene 1981-86, dets nuværende kurs og mulighederne i de kommende år blev indgående drøftet på en lederkonference i København den 30. oktober 1984. Materialet vil danne grundlaget for et regionalt ledermøde i Hong Kong medio januar 1985.

55 ledere fra Hovedkontoret, divisionerne og datterselskaber i Danmark deltog i konferencen i København, hvor direktør Henning H. Sparsø på Direktionens vegne redegjorde for koncernens resultater og mål, for dens strategier og hensigten med de gennemførte organisationsændringer.

Hvor resultatet af den ordinære drift i 1981 var et tab på 100 mio kr. og i 1982 et tab på 377 mio kr., lykkedes det i 1983 at vende udviklingen til en fortjeneste på 29 mio og for 1984 en markant forbedring sandsynligvis på yderligere 170 mio kr. I 1985 forudses et resultat af den ordinære drift på omkring 400 mio kr. Grundlaget for denne udvikling har været den foretagne strukturrationalisering, etableringen af produktorienterede divisioner og omstilling af hele ØK-staben til resultatorientering. Der er nu skabt en effektiv og smidig organisation, der skal gøre det muligt for koncernledelsen og divisionscheferne »to lead from the front rather than manage from behind«.

Underdirektør Svend Aage Larsen gennemgik de økonomiske resultater i 3-året 1981-83 og budgetter og prognoser for 3-året 1984-86, hvor målet bl.a. er en væsentlig stigning i såvel bruttofortjenesten som dækningsbidraget og en yderligere forbedret leverage ratio.

Underdirektør Flemming Marcher gennemgik de strategiske målsætninger i personalepolitikken: optimal udnyttelse af de menneskelige ressourcer, lige karriere-muligheder, muligheder for en international karriere, at gøre det attraktivt og ønskværdigt at arbejde for Kompagniet, at gennemføre en målrettet efteruddannelse, at besætte stillinger med »the best person for the job«, at bevare et

stimulerende arbejdsklima, udvikling af »entrepreneurship« og bevarelse af fællesskabsfølelse i det divisionerede Kompagni.

EDB-chef Leif Saalbach Andersen redegjorde for de langsigtede strategier for koncernens edb-udvikling og derunder styring af edb-anskaffelser ved standardisering og konsultationspligt samt udbygning af bruger-engagementet ved uddannelse og oplysning. Det er den overordnede målsætning at bringe ØK frem blandt de virksomheder, der sikrer forretningsresultater og konkurrenceevne gennem en afbalanceret anvendelse af informatik.

Underdirektør Svend Aage Larsen omtalte etableringen af en database som økonomisk styringsværktøj ved Hovedkontoret. Den skal tjene som fælles styringsværktøj for divisioner og sagsbehandlere på den ene side og koncernbogholderiet på den anden, og den vil bl.a. muliggøre tværgående analyser, kursreguleringer og ad hoc-udkørsler.

Fire divisionschefer gennemgik derefter stabs- og liniestrategier for de respektive ansvarsområder: underdirektør Ib Henry Hansen for H&I Divisionen, divisionschef R. Schwartz Hansen for Informatik Divisionen, underdirektør Erik Petersen for Liner Divisionen og underdirektør K. Stock Andresen for Non-Liner Divisionen. For alle fire blev det en analyse af nuværende og fremtidige aktiviteter samt en omtale af investeringsmuligheder.

Samtlige indlæg affødte en række spørgsmål, hvis besvarelse medførte en levende og meget positiv, fremtidsorienteret diskussion.

I sine afsluttende betragtninger sagde direktør Sparsø bl.a.: Vi har været meget tilfredse med, at vi allerede i februar gav signal til en efterprøvning af vort idegrundlag, organisationseffektivitet m.m. i nogle af vore stærkeste aktiviteter, og de foreløbige undersøgelser af resultaterne er overordentligt nyttige. De understreger bl.a., at vi skal vogte os for overadministra-

tion, og at vi alle bør huske, at det i første instans er entreprenørsinddelaget og -evner, som skal producere det nødvendige overskud.

Efter en gennemgang af de aktiviteter, der ikke giver et tilfredsstillende resultat, og af de områder, som repræsenterer en »exposure« for Kompagniet, sagde direktør Sparsø: – Over for dette står overordentligt sunde udviklinger inden for den overvejende del af vore aktiviteter, og problem-områderne bliver færre og færre. Konturerne af en stærk koncern med en klar profil bliver stadig tydeligere, og erfaringerne med den gennemførte divisionalisering er overordentligt opmuntrende. I tidligere tider med højkonjunkturer har det været kendetegnende for ØK-koncernen, at den har tjent for lidt, og det er derfor af afgørende betydning, at de igangværende be-

Direktionens medlemmer drøfter et af oplæggene, fra venstre J. Arthur Hansen, Flemming Hasle, Otto F. Andreasen og Henning H. Sparsø.

Members of the Executive Board discuss one of the conference papers: l. to r. Mr. J. Arthur Hansen, Mr. Flemming Hasle, Mr. Otto F. Andreasen and Mr. Henning H. Sparsø.

Seks af de 55 deltagere, fra venstre Erik Zachariassen, Cavalet, M. Munck, DS, Sv. Rahbek Rasmussen, NS, P.H. Kornerup, Skatteafdelingen (med ryggen til), Ejnar Mikkelsen, DF-T, og Finn Frandsen, ScanDutch.

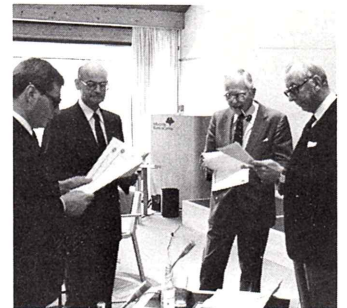
Six of the 55 participants who attended the executive conference: l. to r. Erik Zachariassen, Cavalet, M. Munck, DS, Sv. Rahbek Rasmussen, NS, P.H. Kornerup, Tax. Dept. (back to camera): Ejnar Mikkelsen, DF-D, and Finn Frandsen, ScanDutch.

stræbelser på at øge indtjeningsevnen fortsættes. Vi bestræber os for at administrere diversifikationen bedre, så at en egentlig spredning af risici opnås. Den tilbageholdenhed og de uproduktive hæmninger, som tidligere har kendetegnet kommunikationen mellem os, er ved at forsvinde, hvad denne konference har understreget, men det har taget sin tid.

Det er vigtigt, at de ændrede holdninger bevares og styrkes, og i den forbindelse peger jeg igen på nødvendigheden af at gøre ØK-staben til »a rugged society«.

»Asset management« har naturligt ført til deisen »push the winners«, og vi er enige i den betragtning, som er fremført på konferencen, at dette også indebærer »getting rid of the losers«. Vi skal fastholde princippet »lead from the front«, og vi skal lære at reagere hurtigere på ændrede vilkår.

Når dette så sammenholdes med alle de øvrige konstruktive tanker, som er lagt frem og gennemgået på denne konference, har vi tillid til, at den forventede fremgang vil vise sig, således at vi i det meget vigtige år 1985 kommer meget tæt på målet: en fortjeneste på ca 400 mio kr. som resultat af de ordinære aktiviteter.



We're on the right track!

Executive conferences in Denmark and East Asia discuss Company growth 1981-86.

The East Asiatic Company's results and developments during the period 1981-86, its present policies and the possibilities in the years ahead were in some details discussed at an executive conference in Copenhagen on October 30. The material will form the basis for an executive conference in Hong Kong in mid January.

Fifty-five senior executives from Head Office, the divisions and subsidiaries in Denmark attended the Copenhagen conference and heard Mr. Henning H. Sparsø, managing director, give an account of the Group's results and objectives – and of its strategies and intentions with the divisionalized organisation.

Whereas in 1981 the Company had sustained a loss of D.kr. 100m on ordinary activities and a corresponding loss of D.kr. 377m in 1982, it had been able to turn the tide with a profit of D.kr. 29m in 1983 and a further improvement of D.kr. 170m is presumed for 1984. At present it is expected that ordinary activities will produce a profit of D.kr. 400m in 1985.

This development owed its success to structural reorganisation, the setting up of product-oriented divisions, and the adoption of an EAC staff philosophy of result orientation. The East Asiatic Company now has an efficient, flexible organisation which has enabled Group management and heads of divisions to "lead from the

front rather than manage from behind".

Mr. Svend Aage Larsen, general manager, went over the financial results for the three-year period 1981-83 and the three-year budgets and forecasts for 1984-86. One of the targets will be a substantial increase in gross profit and contribution margin and a further improvement in leverage ratio.

Mr. Flemming Marcher, general manager, spoke on the strategic aims of the Company's personnel policy: optimum use of human resources, equal career opportunities, possibilities for pursuing an international career, making it attractive and desirable to work for the Company, conducting purpose-designed in-service training courses, filling posts by appointing 'the best person for the job', preserving a stimulating work environment, developing entrepreneurship, and cultivating a sense of fellowship within the Company's divisionalized structure.

Mr. Leif Saalbach Andersen, corporate EDP manager, explained the long-term strategies behind the Group's development of computerised procedures, including the control of computer-system purchases through standardisation, centralised consultation and the increased involvement of users via training and information. The overall objective is to enable EAC to distinguish itself among enterprises which secure their profits and competitive

ability through the balanced application of informatics.

Mr. Svend Aage Larsen spoke about the value to Head Office of a database as a tool for economic management. The information contained in such a database will be available on the one hand to divisions and individuals as a joint management tool and on the other to the Group accounting function. It will make it possible, for example, to conduct inter-division analyses, make exchange-rate adjustments and provide an on-the-spot print-out of material.

Four heads of divisions then gave details of the staff and line strategies for their respective areas of responsibility: Mr. Ib Henry Hansen, general manager of H & I Division; Mr. R. Schwartz Hansen, head of Informatics Division; Mr. Erik Petersen, general manager of Liner Division; and Mr. K. Stock Andresen, general manager of Non-Liner Division. All four gave an analysis of current and future activities and discussed investment possibilities. At the end of each talk there were numerous questions from the other conference participants – replies led to a lively, constructive and forward-looking discussion.

In his concluding remarks Mr. Sparsø said 'We are very pleased that last February we initiated a test of our basic philosophy, organisational efficiency, etc., in some of our strongest activity areas. Preliminary results have been extremely use-

Deltagerne i leder-konferencen 30/10-1984, der blev holdt på Vilvorde Kursuscenter.

Participants in the executive conference held on October 30, 1984, at Vilvorde Centre north of Copenhagen.

ful. One of the things we have learned is that we have to be careful not to "over-administer" the Company. We should all bear in mind that it is first and foremost the entrepreneurial spirit and ability which will produce the necessary profit.'

After looking at some activities which do not at present return a satisfactory profit and at areas in which the Company is 'exposed', Mr. Sparsø said 'These are more than balanced by very healthy developments in most of our other activities, and the number of problem areas is gradually decreasing. The outlines are becoming increasingly clear of a strong Group with a sharp profile, and experience obtained hitherto from our divisional structure has given us every encouragement.

'A characteristic feature of the EAC Group in earlier periods with a high level of economic activity has been that the Company's profits have been too low. It is therefore of paramount importance that we maintain our present efforts to increase our earning capacity. We are trying to improve the administration of our diversification policy to spread our risks as effectively as possible. The caution and unproductive inhibition that used to characterize the communication between us are on the way out. This conference is an example of that. But the process has taken time.

'It is important to preserve and consolidate our change of attitude, and in this connection once again I want to point out how necessary it is to make EAC staff 'a rugged society'. 'Asset management has led us naturally to a policy of pushing the winners – and we agree with the view expressed at this conference that this entails getting rid of the losers. We shall maintain the policy of leading from the front – and we have to learn to react faster to changing conditions'.

'Combining these principles with the other constructive thoughts put forward and debated at this conference, we are confident that we shall achieve the progress we are aiming for and that in 1985, an important year for us, we shall get very close to our target: a profit from ordinary activities of D.kr. 400m.'



EAC sets up graphics school in Malaysia

EACgraphics of Kuala Lumpur has set up its new EACgraphics Training Center, which offers training in the operation of Heidelberg printing presses. It will be enlarged later to include reproduction, phototypesetting and perhaps bookbinding.

Inauguration of the new training centre was attended by the Malaysian Minister of Labour and Manpower, Datuk Mak Hon Kam, leading committee members of the three printers' associations in the country, and a number of EACgraphics customers. Dr. Wolfgang Zimmermann, presiding managing director of Heidelberg Druckmaschinen, stressed by his presence the importance of the new training centre. Dr. Zimmermann later joined several hundred customer representatives at a cocktail party and visited many major customers.

The school has been established as a result partly of EAC's desire to provide training facilities wherever the company repre-



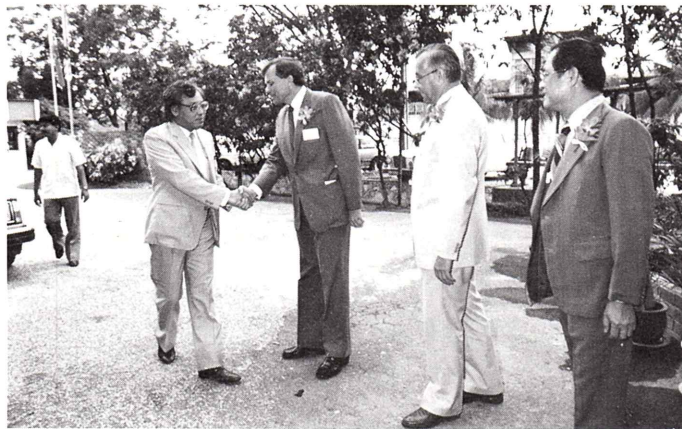
sents Heidelberg Druckmaschinen, partly of an inquiry from the three Malaysian printers' associations whether EAC could help alleviate the

The Malaysian Minister of Labour and Manpower, Datuk Mak Hon Kam, was received by Svend Nisted, managing director, EAC (M); Dr. W. Zimmermann; and Tan Kit Chin, chairman of the Selangor Chinese Printers' Association.

The Minister, Dr. W. Zimmermann and leading committee members of the three Malaysian printers' associations with Svend Nisted (5th from right); Chan Seng Lee, departmental manager; and Ulrik T. Nygaard, divisional manager (2nd and 3rd from right), all EACgraphics, Kuala Lumpur.

serious shortage of skilled offset press operators in the country.

Training is provided by three instructors who have themselves been trained in Heidelberg, Germany, and now hold courses in three languages: Bahasa Malaysia, English and Chinese. Certain courses are allocated to the three printers' associations, whose member companies select the participants they wish trained. Other courses are offered to specific printers by EACgraphics. Courses have been an immediate success and are scheduled to continue throughout 1985.



ØK opretter grafisk skole i Malaysia

EACgraphics i Kuala Lumpur har oprettet et uddannelsescenter – EACgraphics Training Center – der tilbyder undervisning i betjening af Heidelbergtrykkermaskiner. Senere udvides undervisningen til også at omfatte reproduktion, fotosætning og evt. bogbinderiarbejde. Indvielsen af centret overværedes af Malaysias arbejdsminister, Datuk Mak Hon Kam, komitémedlemmer fra de tre bogtrykkeriorganisationer og et antal kunder. Dr. Wolfgang Zimmermann, foresiddende administrerende direktør for Heidelberg Druckmaschinen, understregede ved sin tilstedeværelse betydningen af dette grafiske uddannelsescenter. Dr. Zimmermann mødtes iøvrigt senere med et par hundrede kunder ved et cocktail party, lige som han besøgte adskillige store kunder.

Skolens oprettelse skyldes dels ØK's ønske om generelt at have sådanne uddannelsesfaciliteter alle steder, hvor Kompagniet repræsenterer Heidelberg Druckmaschinen, dels en henvendelse fra trykkeriorganisationerne om ØK's medvirken til at afhjælpe den alvorlige mangel på uddannede offset-trykere i Malaysia.

Undervisningen varetages af tre instruktører, der efter et træningsophold i Heidelberg nu underviser på tre sprog, Bahasa malaysia, engelsk og kinesisk. Nogle kurser er reserveret de tre trykkeriorganisationer, der udvælger elever blandt medlemsvirksomhederne, medens andre kurser tilbydes trykkerier direkte af EACgraphics i Kuala Lumpur.

Kurserne er blevet en umiddelbar succes og vil fortsætte hele 1985.

The whole staff is behind Heidelberg – represented here by Dr. Wolfgang Zimmermann, presiding managing director of the large West German printing machinery company.

Graphics sales chart looks good

EAC's graphic-arts division ended 1984 with a flourish – securing (among other successes) a large order in India and sale of all equipment from an exhibition in China, which consolidated the Company's position as the world's leading distributor of machinery and consumables for the graphic arts industry.

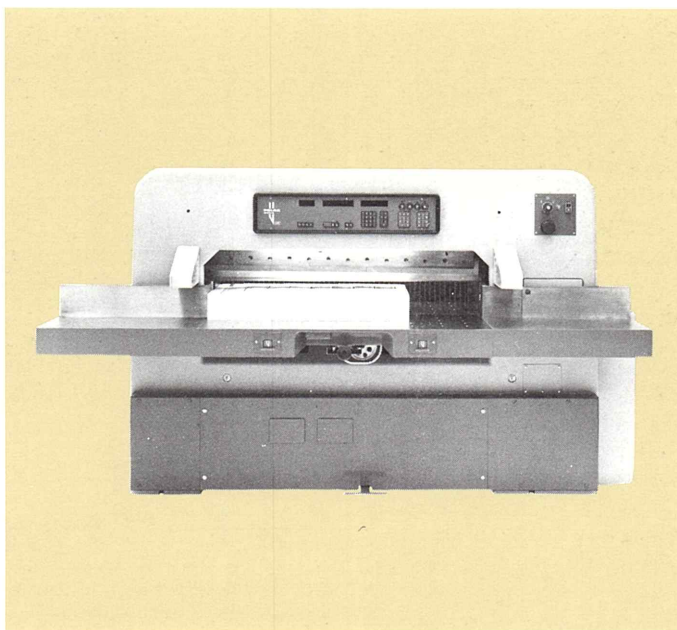
India's banknote printer chooses Polar guillotines

EAC's associates in India, Mahindra Spicer Ltd., with whom the Company has stationed three employees, has won an order for 14 Polar Mohr paper guillotines in competition with several other international suppliers.

The customer is India's currency note printing press. Printing and manufacturing banknotes is a task demanding extreme precision and an immaculate standard. Before the order was placed, various machines were subjected to lengthy technical tests and comparisons – the competition was 'sharp' but Polar Mohr guillotines were sharper!

The Indian currency note printer already operates 29 Polar guillotines. With the new consignment of 14 units, this customer becomes the world's largest single user of Polar equipment.

The model selected on this occasion was the latest microprocessor-controlled 115 EMC, and the order is worth a total of D.kr. 3.2m.



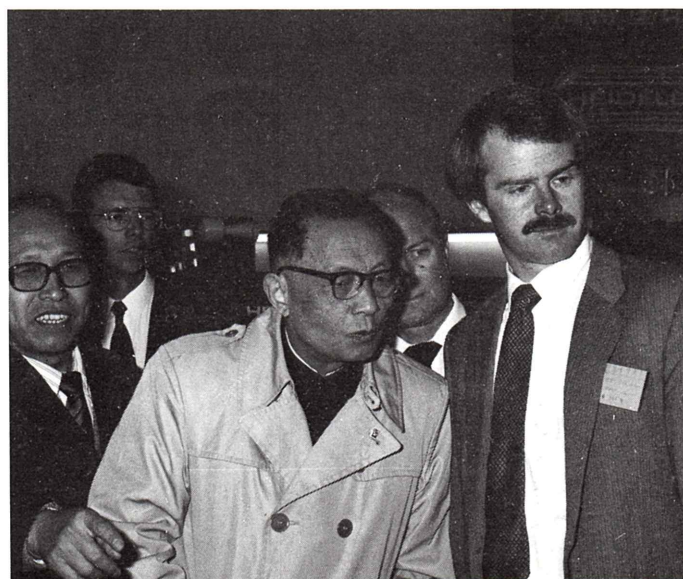
*Polar's microprocessor-controlled paper guillotine 115 EMC.
Polar's microprocessor-styrede skæremaskine, 115 EMC.*

China: Everything sold

Occupying an area of 540 m², EACgraphics, China, was the largest participant at the International Print Technology Exhibition held in Beijing Agricultural Exhibition Hall sponsored by CCPIT and the State Economic Commission.

The exhibition was officially opened by State Councillor Zhang Jin Fu and was visited by 80,000 people during the 10 days it was open.

EACgraphics exhibited equipment worth DM 4.5m (approx. D.kr. 16m) from Heidelberg, Polar, Crosfield, Stahl, Klimsch, Sulby/Vacuumatic, Kalle and Gretag – and every item of equipment was sold before the exhibition closed. During the exhibition, representatives of EAC's graphics principals had many discussions with important customers, and the positive trend in the graphic arts business in China is expected to continue in 1985.



Picture: Wu Wen Xiang, vice manager, CPMC; Bjarne Uhde Nielsen, Manager EAC; Zhang Jin Fu, state councillor; Jakob Kettenmann, sales director, Heidelberger Druckmaschinen; and Niels Finn Nielsen, Division Manager, EAC.

På fotoet ses Wu Wen Xiang, CPMC, Bjarne Uhde Nielsen, ØK, Zhang Jin Fu, Jakob Kettenmann, Heidelberger Druckmaschinen, og Niels Finn Nielsen, ØK.

Stigende grafisk salgskurve

ØK's grafiske division sluttede 1984 på en flot måde med bl.a. opnåelse af en stor ordre i Indien samt salg af alt udstyr fra en udstilling i Kina, hvorved Kompagniets stilling som verdens førende distributør af udstyr og forbrugsvarer til den grafiske industri blev yderligere befæstet.

ØK's samarbejdspartner i Indien, Mahindra Spicer Ltd., hos hvem tre ØK-medarbejdere er udstationeret, har opnået en ordre på 14 Polar Mohr skæremaskiner i skarp international konkurrence med en række andre leverandører.

Køberen er det indiske seddeltrykkeri, der til fremstillingen af pengesedler kræver den højeste præcisions-standard for de anvendte skæremaskiner, og forud for ordrens placering lå omfattende tekniske afprøvninger og sammenligninger, som altså faldt ud til Polar Mohr's fordel.

Det indiske seddeltrykkeri disponerer i forvejen over 29 Polar skæremaskiner, og med de 14 nyindkøbte maskiner er seddeltrykkeriet verden største enkelt-bruger af Polar-udstyr.

Valget faldt denne gang på den nyeste, mikroprocessor-styrede model, 115 EMC, og ordren har en samlet værdi af 3,2 mio dkr.

Med 540 m² areal var EACgraphics, Kina, den største udstiller på International Print Technology Exhibition, der afholdtes på Beijing Agricultural Exhibition Hall under korporationen CCPIT's og State Economic Commission's auspicer.

Udstillingen blev åbnet af statsrådsmedlem Zhang Jin Fu, og ikke færre end 80.000 gæster besøgte udstillingen på ti dage. EACgraphics udstillede maskiner og udstyr for 4,5 mio DM (ca. 16 mio kr.) fra Heidelberg, Polar, Crosfield, Stahl, Klimsch, Sulby/Vacuumatic, Kalle og Gretag, og det blev alt sammen solgt under udstillingen.

Repræsentanter for Kompagniets grafiske principaler havde under udstillingen drøftelser med en række betydelige kunder, og den positive tendens inden for den grafiske industri i Kina ventes at fortsætte i 1985.

ØK-museet moderniseret

Arbejdet med at rekonstruere – man tør næsten sige: modernisere – ØK-museet på Hovedkontoret i København er nu afsluttet. Det er foretaget af kon-torchef Jørgen Kamstrup og er gennemført på en sådan måde, at museet i dag virkelig har noget at fortælle både medarbejdere og gæster.

Rekonstruktionen af museet har været noget af en balance-akt, fortæller Jørgen Kamstrup. Dels frembyder museets cirkel-form og dets placering øverst i tårnet over hovedtrappen visse udstillingstekniske problemer, som Kompagniets husmester og håndværkere dog har formået at løse på en elegant måde. Og dels var det hensigten at gennemføre ændringer og moderniseringer, som ansås for nødvendige for løsningen af museets fremtidige opgave: at give besøgende indblik i Kompagniets historie (baggrunden for stiftelsen i 1897, selve stiftelsen og udviklingen siden da), at skildre nogle af de mange, nu-værende aktiviteter og at bi-bringe både gæster og medarbejdere større kendskab til og forståelse for den historiske baggrund – og derigennem måske også inspiration til det igangværende og fremtidige arbejde.

Hvad er der så at se på museet?

Der er ikke gennemført nogen streng kronologisk opbygning af museet. Snarere er væsentlige, spændende og interessante personer og emner, som på hver sin vis har haft betydning for Kompagniet, sat i fokus. Det er vanskeligt at fremhæve enkelte objekter frem for andre. Alligevel skal det forsøges:

ØK's etablering og udvikling er uløseligt knyttet til een person – Etatsråd H. N. Andersen. Fra tiden langt før ØK's grundlæggelse – ja endog før Andersen & Co., der just har fejret 100 års jubilæum, er der blandt andet en hatteæske, på hvis låg er ma-

let et billede af barken »Nicoline« af Sønderborg – det skib, hvormed H.N. Andersen som sømand første gang kom til Det fjerne Østen.

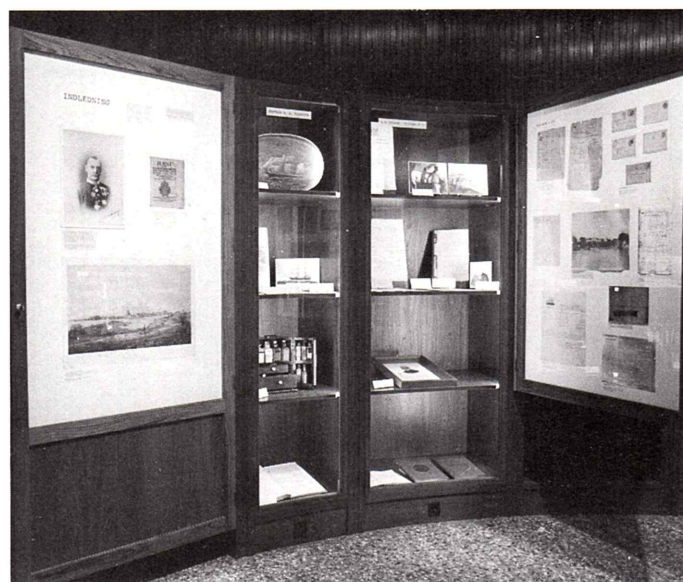
Der er kaptajn H.N. Andersen's medicinkiste, som fulgte ham på hans mange farefulde rejser – i Østens farvande såvel som til Europa med barken »Thoon Kramom« – som kaptajn udnævnt af den siamesiske konge.

Billeder af Andersen & Co.'s bygning ved floden i Bangkok og andre billeder og dokumenter viser dette firmas aktiviteter. Gaver til Kompagniet – i anledning af jubilæer eller i forbindelse med rejser – viser særprægede, ofte smukke arbejder i sølv og andre materialer.

Forbindelsen med såvel det siamesiske som det danske kongehus illustreres.

Og skibsfarten er illustreret – fra det første skib, skonnerten Ragnhild over de store passagerskibe i den transatlantiske fart i begyndelsen af dette århundrede til motorskibene med den første »Selandia« – verdens første oceangående motorskib i spidsen.

Dette er blot nogle enkelte af de mange ting, der kan ses og som nok er et nærmere studium værd.



Museets første monterer er The museum's first display cases are helliget H.N. Andersen. devoted to EAC founder H.N. Andersen.

Face-lift for EAC museum

Reconstruction and modernisation of the EAC museum at Head Office in Copenhagen are now complete. Work has been carried out by Jørgen Kamstrup, departmental manager, and there is little doubt the museum has an interesting story to tell both EAC employees and visitors to the Company.

It has not been arranged chronologically. The theme adopted by Mr. Kamstrup has simply been people and objects of importance and interest to the Company in its history.

With a wide range of items, documents and other artifacts on display it is difficult to select only one or two things for special mention.

The establishment and de-

velopment of the East Asiatic Company, of course, are unquestionably associated with one single individual: Capt. H.N. Andersen. From the period before EAC's formation (indeed before the establishment of Andersen & Co., which recently celebrated its centenary in Thailand) there is a hat-box – the lid of which bears a painting of the 'Nicoline', the bark aboard which the young Andersen arrived in the Far East for the first time.

There is Capt. Andersen's medicine chest, which followed him on his many hazardous voyages in the Orient – and to Europe aboard the 'Thoon Kramom', which he captained for the king of Siam.

Pictures of Andersen & Co.'s riverside building in Bangkok and other pictures and documents illustrate that company's development.

The museum also exhibits gifts received by EAC in connection with special occasions and trips. There are interesting and beautiful pieces of art in silver and other materials. And there are items showing ties with the Siamese and Danish royal families. Shipping – naturally – is well illustrated: from the first ship, 'Ragnhild' (a schooner), and the great passenger ships on the transatlantic service at the beginning of this century to the first 'Selandia' – which was the world's first ocean-going diesel-engined ship.



H.N. Andersens medicinkiste, som han medbragte på sine mange farefulde rejser.

Capt. Andersen's medicine chest travelled with him all over the world.

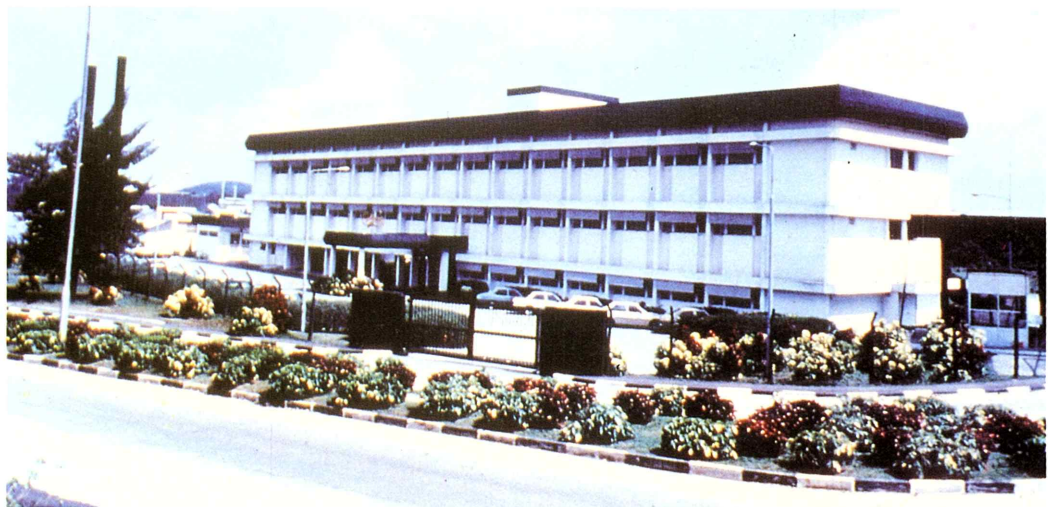
Malaysian brewery expands – launches new products

Carlsberg Brewery Malaysia Berhad, set up in 1972 by United Breweries of Copenhagen, the East Asiatic Company and local investors has been expanded several times. The most recent expansion phase has increased capacity to 415,000 hectolitres p.a.

The main components in the latest expansion, completed in 1984, are a new brewhouse, cellar and beer-processing plant which employ the latest technology to produce a beer of consistently high quality.

The new brewhouse can be further extended by the addition of two tanks, thereby obtaining yet another substantial increase in production, which is ready to cope with future demand.

In autumn 1984 the Carlsberg brewery launched two new



Carlsberg Brewery Malaysia Berhad's office building.

Carlsberg Brewery Malaysia Berhad's administrationsbygning.

View of malt silos and brewhouse.

Udsigt til maltsiloer og bryghus.



products: Jolly Shandy and Tuborg beer.

The combination of increased capacity and a wider range has strengthened the company's already leading position in the Malaysian market – which it owes to first-class products, a highly trained workforce and dynamic management.

Bryggeriet i Malaysia udvider og lancerer nye produkter

Carlsberg-bryggeriet i Malaysia, der indviedes i 1972 med De Forenede Bryggerier, København og Kompagniet samt lokale investorer som aktionærer, er siden blevet udvidet flere gange. Den seneste udvidelse blev fuldført i fjor og bragte bryggeriets kapacitet op på 415.000 hektoliter om året.

Den væsentligste del af den seneste udvidelse omfatter et nyt bryghus, kælder og ølbehandlingsanlæg under anvendelse af en teknologi, der sikrer en øl-kvalitet på et ensartet, højt niveau.

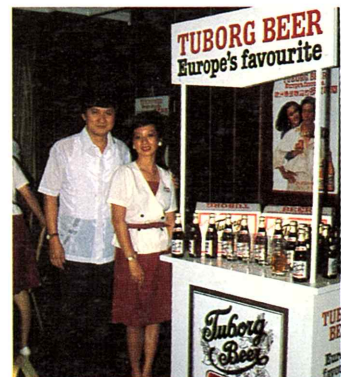
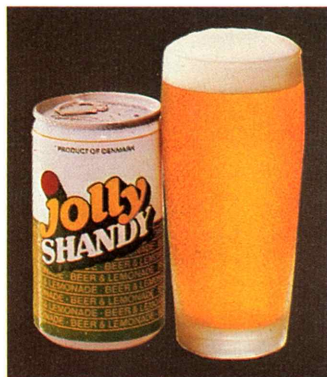
Det nye bryghus kan yderligere udvides med to kar, således at den samlede brygkapacitet bliver væsentligt forøget. Produktionsanlægget er således godt

forberedt til at imødekomme det fremtidige behov.

Carlsberg-bryggeriet lancerede i efteråret 1984 to nye produkter, nemlig Jolly Shandy og Tuborg øl. Denne udvidelse af produktion og sortiment har styrket virksomhedens allerede meget fremtrædende position på det malaysiske marked, der skyldes en kombination af førsteklasses produkter, dygtige medarbejdere og en dynamisk ledelse.

One of the ways Tuborg beer has been launched in Malaysia.

Bl.a. sådan lanceres Tuborg øl i Malaysia.



Skibsledelsen får større selvstændighed og ansvar

Shipboard Management: greater independence and responsibility to ship management

Kompagniet gennemfører for tiden en række seminarer for senior-skibsofficerer i forbindelse med indførelse af Ship Board Management i skibene. Dette er en decentraliseret ledelsesform for skibenes tekniske drift, der indebærer større selvstændighed – og samtidig større ansvar – for skibsledelsen. Indførelsen af Ship Board Management medfører nye administrative systemer, budgetlægning og -kontrol om bord, såvel som en tilpasning af organisationen i land til denne ændrede styring af skibenes tekniske drift.

Disse ændringer nødvendiggør en å jourføring og udbygning af skibsledelsens viden om moderne ledelsesprincipper, og seminaret fokuserer derfor meget på generelle ledelsesprincipper, lederholdninger og lederstil.

Deltagerne lærer bl.a. at arbejde i grupper og træffe beslutninger i overensstemmelse hermed. Der kommer derved flere synspunkter frem, således at der bliver et bredere og bedre grundlag at træffe beslutningen på. Desuden er medarbejdernes motivation større, når de selv har været med i beslutningsprocessen, end når de blot skal føre en allerede truffet beslutning ud i livet.

Andre væsentlige emner på programmet er analyse af egne stærke og svage sider som leder og medarbejder samt træning i bedømmelse af medarbejdere med udtalelse om deres faglige og menneskelige kvalifikationer.

Arbejdet på seminaret veksler mellem gruppearbejde og fællesmøder, og når grupperne mødes i plenum, er det altid spændende at se, hvor mange punkter der går igen på de enkelte grupperes flipover-blade; altså om grupperne har sammenfaldende syn på et givent spørgsmål og dets løsning. De rent konkrete krav til indsigt i bl.a. edb, budgetlægning og -opfølgning og kontering tilgodeses på specialkurser.

Seminarerne, der varer fem dage fra tidlig morgen til sen aften, gennemføres i samarbejde med cand. psych. Kjell Iversen og cand. pæd. Ole Hinz fra konsulentfirmaet KIO med kontorchef Harry Schultz fra Kompagniets Ship Management Services som kursusleder. I hvert seminar deltager – og det er vigtigt – også medarbejdere fra Ship Management Services.

Efter det stærkt engagerede arbejde i grupper og diskussioner mellem grupperne får deltagerne lejlighed til at præsentere gruppernes synspunkter og forslag til forbedring og effektivisering af arbejdet om bord og på kontoret samt samarbejdet om bord og relationerne mellem skib og kontor.

Ledelsen af Ship Management Services er til stede under dette punkt og har i stor udstrækning været i stand til på stedet at tage stilling til de forelagte problemer og forslag. Der har derfor på hvert seminar været ført en god og frugtbar diskussion, der lover godt for skibenes fremtidige drift.

Grupperne mødes jævnligt i plenum for at udveksle synspunkter.

Pictures on these pages: some situations from group and plenary sessions at a Shipboard Management seminar.

The East Asiatic Company is currently conducting a series of seminars for senior ship's officers in connection with the introduction of Shipboard Management in the Company's vessels.

The term 'Shipboard Management' refers to a decentralised form of management for the technical operation of a ship. It gives the ship's officers greater independence – and at the same time a greater degree of responsibility. The introduction of Shipboard Management requires the adoption of new administrative routines, budgeting and budget control aboard ship – and adaptation of the shore-based organisation to accommodate this new form of control of the vessel's technical operation.

These changes mean that ship's officers must update and expand their knowledge of modern management principles, and the EAC seminar focuses heavily on general leadership principles and attitudes and styles of leadership.

Among other things, participants learn to work in groups and to make their decisions accordingly. Exposed to multiple views, participants form a wider and better basis on which to reach their decisions. In addition, motivation is greater when the individual has been personally involved in the decision-making process than when he is merely carrying out a decision already made for him.

Other important topics in the seminar programme include an analysis of the individual participant's strong and weak points as leader and employee, and training in an assessment of staff, with opinions on their professional and human qualifications.

The seminar programme alternates between group work and full meetings. In plenary sessions it is always interesting to see how many points are repeated on the flip-over sheets presented by the different groups, i.e. whether groups have adopted the same approach and solution to a given problem.

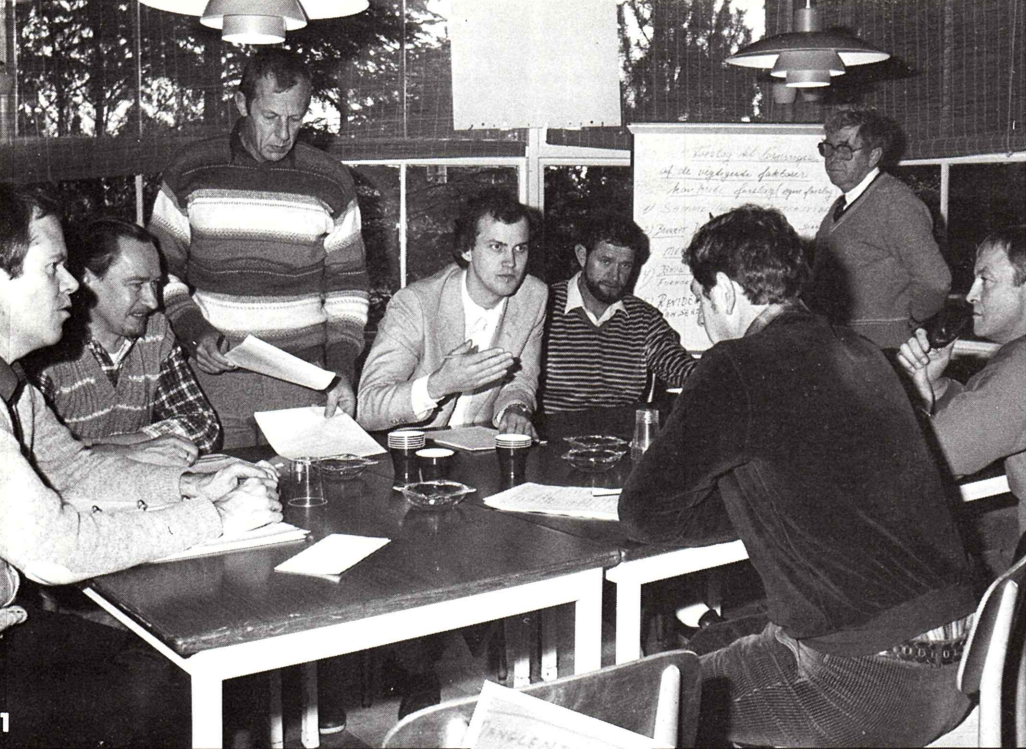
Training in the intricacies of computer procedures, budgeting, budget follow-up and accounting entries is provided at special-purpose courses.

Seminars run for five days (from early morning until late in the evening) and are conducted in collaboration with Kjell Iversen and Ole Hinz, holders of psychology and educational degrees respectively, from a consulting firm, KIO. Harry Schultz, departmental manager, of EAC's Ship Management Services, is responsible for running the seminar. One important aspect of each seminar is that its participants include staff from Ship Management Services.

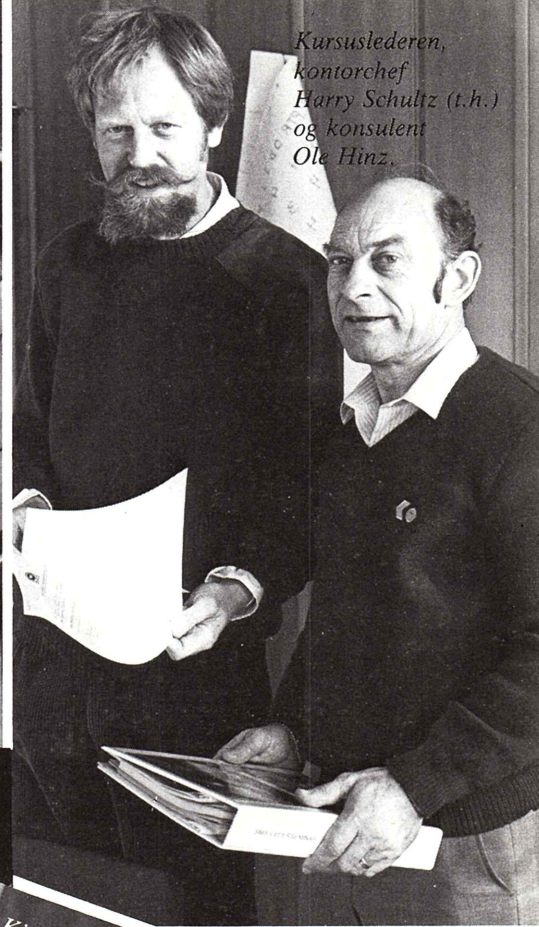
After intensive group work and (often heated) debate between groups, participants have the opportunity to present group views and suggestions for improving the effect and efficiency of shipboard and office work – and relations aboard ship and between ship and shore.

The people in charge of Ship Management Services attend this session of the programme and are to a large extent able on the spot to evaluate and comment upon the problems and suggestions raised. Thus, each seminar has produced a good and fruitful discussion, which augurs well for the future operation of the Company's fleet.





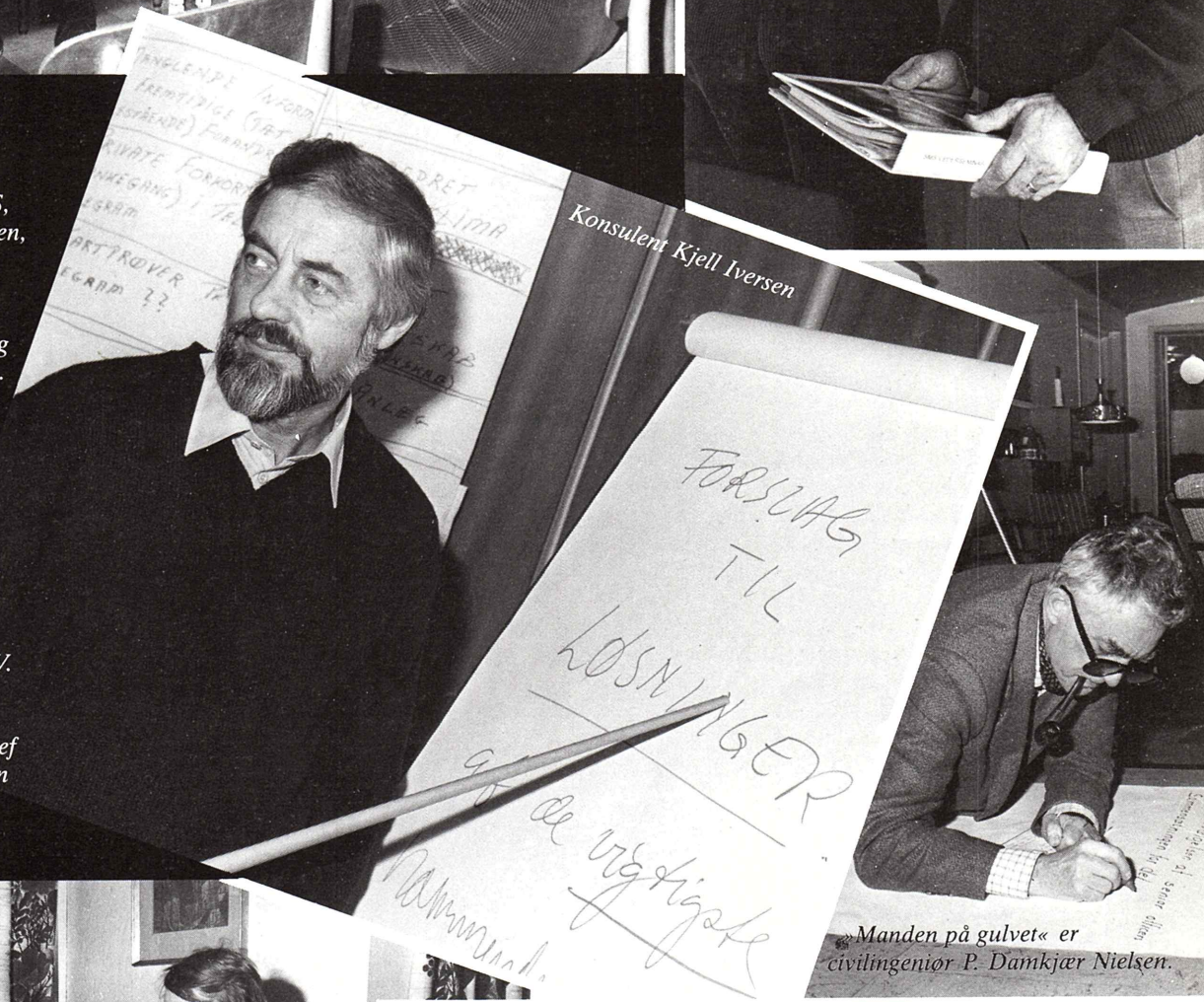
1 Kaptajn Victor Munch skriver gruppens synspunkter på flipover'en. Iøvrigt ses bordet rundt f.v. E. B. Bentzen, SMS, 1. maskinmester K. Riis Hansen, hovmester Erik Larsen, Jørn Peter Petersen, SMS, kaptajn Johan Hansen, overstyrmand Leif Aagaard og maskinchef H. Eigil Pedersen.



Kursuslederen, kontorchef Harry Schultz (l.h.) og konsulent Ole Hinz.

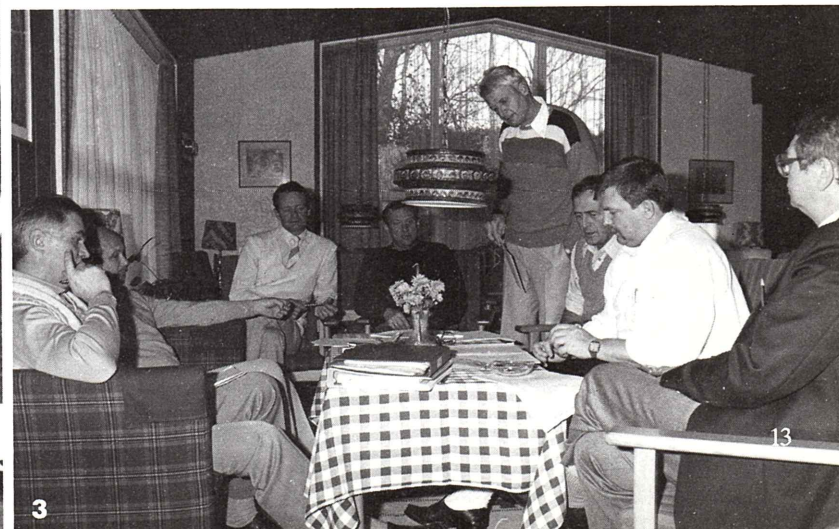
2 Fra venstre: civilingeniør P. Damkjær Nielsen, SMS, kaptajn O. Kehlet Schou, hovmester Steen H. Andersen og kaptajn Jarne Petersen.

3 Fra venstre: ingeniør Børge F. Christensen, SMS, 1. maskinmester Thorbjørn Jensen, overstyrmand Teddy V. Pedersen, 1. maskinmester P. D. Danielsen, kaptajn J. E. Sørensen (stående), maskinchef Ole Dalentoft, hovmester Jørn S. Jensen og maskinchef P. Trige Rasmussen.



Konsulent Kjell Iversen

»Manden på gulvet« er civilingeniør P. Damkjær Nielsen.



Celebration of the century in Thailand

Representatives of the Thai royal family, government and members of the business community from all over the world joined The East Asiatic Company (Thailand) Ltd., when it celebrated the 100th anniversary of the founding of Andersen & Co. The Danish government was represented by Foreign Minister Uffe Ellemann-Jensen.

More than 1800 guests attended the celebrations – and many of them said afterwards that it had been nothing short of ‘the celebration of the century’ in Bangkok.

The climax of the celebrations was an audience given at Chitrlada Palace by H.M. King Bhumipol Adulyadej to the board of directors of EAC (Thailand) Ltd. During the audience the board chairman, Mr. T. Wøldike Schmith, handed over the company’s donation to the many aid projects which the Thai royal family engages in throughout the country. His Majesty expressed his appreciation of EACT’s contribution to Thailand’s economic development and to the strengthening of links between Thailand and Denmark. The audience lasted a full 100 minutes.

Celebrations commenced with an ‘open house’ invitation at EACT’s graphic-arts establishment on Super Highway (the centenary coincided with 25 years’ representation of two German companies, Heidelberg and Polar). There were speeches by Mr. Carsten Dencker Nielsen, EACT managing director; Mr. Wøldike Schmith; and Dr. Wolfgang Zimmermann, presiding managing director of Heidelberger Druckmaschinen AG.

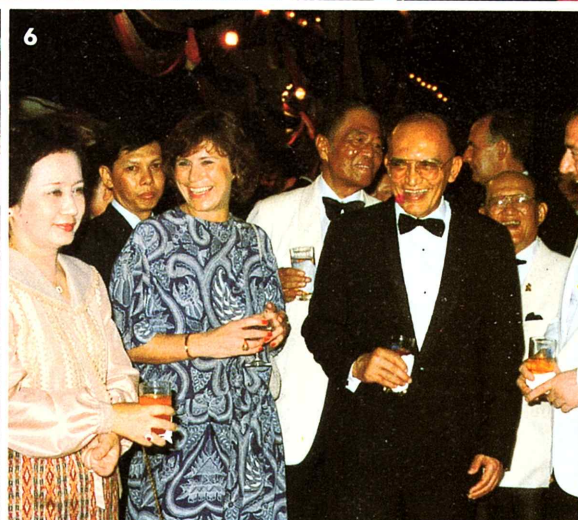
On November 6 there was a reception at EACT’s head office. Together with its neighbours (Oriental Hotel and the Catholic Mission in Bangkok) it set the scene for a magnificent open-air party at which the guests were received under an archway of honour on Oriental

Avenue by a reception committee of elephants and other

forms of transport from yesteryear – including tricycles! The crown prince of Thailand, H.R.H. Vajiralongkorn, presided over the official part of the centenary reception. The programme included music by a naval band and a string orchestra, a speech of welcome by Mr. Dencker Nielsen, and a centenary speech by Mr. T. W. Schmith.

In his address to the assembled

guests the board chairman emphasised the fact that the bond of friendship between Thailand and Denmark stretches back over more than 300 years. ‘I am proud to be able to say that our company is 100 years young in the country in which The East Asiatic Company was born’, said Mr. T. W. Schmith. ‘I am convinced that we are ready to face new challenges and can look forward to continued par-



participation in the further development and progress of this great nation'.

Crown Prince Vajiralongkorn presented each EACT director with a gold pin to mark the centenary, and the Thai foreign minister, Air Marshal Siddhi Savetsila, paid tribute to EACT as a fine example of long-standing and close relations between Denmark and Thailand.

One hundred balloons in Thai colours, illuminated by spotlights, rose into the dark tropical night, and 100 candles on a giant birthday cake from the Oriental Hotel were blown out by wives of EACT directors – after which Mrs. Hertha T. W. Schmith cut the first slice.

A splendid fireworks display on the Chao Phya river was followed by music by a well-known Danish group, Papa Bues Viking Jazz Band, and the company danced into the early hours of the morning.

The centenary celebrations cemented the respect already extended to the company, its officers, employees and activities in the country in which the foundations were laid for The East Asiatic Company.

1. EACT directors were given an audience by H.M. King Bhumipol (extreme right). Left to right: Khun Ayus Isarasena, Khun Sunthorn Hongladarom, Mr. C. Dencker Nielsen, Mr. Otto F. Andreasen, Mr. J. Arthur Hansen and Mr. T. W. Schmith (chairman).

2. H.R.H. Crown Prince Vajiralongkorn is received at the celebrations by (l. to. r.) Khun Sunthorn Hongladarom, H.H. Prince Georg, Mr. T. W. Schmith, and Mr. C. Dencker Nielsen.

3. Four EACT directors pose for a souvenir picture in front of the centennial elephant at EACT head office (l. to r.): Mr. C. Dencker Nielsen, Mr. J. Arthur Hansen, Mr. Otto F. Andreasen and Mr. T. W. Schmith.

4. Mr. Poul J. Svanholm, managing director, and Mr. E. Bjerl Nielsen (right) of United Breweries presented Mr. C. Dencker Nielsen with a 100-year-old ship's lantern from the Danish frigate, "Jylland".

5. Mr. Mads Øvlisen, managing director of Novo, and Mrs. Øvlisen were welcomed at the centennial gate by Mr. Leif Rasmussen.

6. Foreign ministers of Thailand and Denmark and their wives pictured with EACT's Thai directors (l. to r.): Khunying Thida Savetsila; Mrs. Alice Vestergaard; Khun Ayus

Isarasena; Foreign Minister, Air Marshal Siddhi Savetsila; Khun Sunthorn Hongladarom; and Foreign Minister Uffe Ellemann-Jensen.

7. Mr. John R. Kerr, resident director, ICI (Thailand) Ltd., in the company of EACT Paints executives.

8. Mr. and Mrs. A. Doepfert in the old garden of the Oriental Hotel.

9. H.H. Prince Georg (left) welcomes H.E. Samak Sundaravej, the Thai minister of communications and transport.

10. Mr. J.D. Rushton, chairman of ICI Malaysia, and Mrs. Rushton in animated conversation with Mr. C. Dencker Nielsen.

11. Mr. Pong Sarasin, managing director of Thai Pure Drinks Co. Ltd., being received by Mr. T. W. Schmith and Mr. C. Dencker Nielsen.

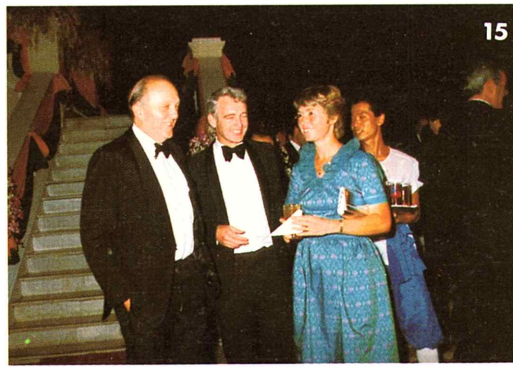
12. Privy Councillor, Dr. Kalya Issarasena, is greeted by EACT directors.

13. Mr. Snoh Nilkamhaeng, president of Thailand Management Association and former president of Siam Cement Co., is welcomed by Mr. T. W. Schmith and Mr. C. Dencker Nielsen.

14. Mr. Soradis Vinyaratna, vice president Business Development Dept., Bangkok Bank; Mr. D.D. Tarrant, chairman of Borneo Co. (Thailand) Ltd., and Mr. Chatri Sophonpanich, president of Bangkok Bank.

15. Mr. R.C. Hampel, chairman of ICI's Plant Protection Division, U.K., in conversation with Mr. and Mrs. B.R.O. Pointer, managing director, ICI Asiatic (Agriculture) Co. Ltd.

16. Dr. Wolfgang Zimmermann, presiding managing director of Heidelberger Druckmaschinen AG, and Mrs. Zimmermann enjoy a quiet moment at the centennial party.



Århundredets fest i Thailand

Thailands kongehus og regering samt erhvervsledere fra hele verden deltog i festlighederne, og den danske regering var repræsenteret ved udenrigsminister Uffe Ellemann-Jensen, da The East Asiatic Company (Thailand), Ltd. fejrede hundredårsdagen for oprettelsen af Andersen & Co.

I alt var der mere end 1800 gæster, og mange af dem sagde ved festens afslutning, at det ganske enkelt havde været århundredets fest i Bangkok.

Jubilæums-festens højdepunkt var den audiens på Chitrlada Palace, hvor H.M., Kong Bhumipol Adulyadej modtog hele bestyrelsen for EAC (Thailand) Ltd. Under audiensen overrakte bestyrelsens formand, direktør T. Wøldike Schmith, en gave til et af de mange hjælpeprojekter, som Kongehuset gennemfører rundt om i Thailand. Og majestæten udtrykte sin påskønnelse af EACT's arbejde til gavn for Thailands erhvervsmæssige udvikling og til styrkelse af båndene mellem Danmark og Thailand. Audiensen varede ikke mindre end 100 minutter.

Festlighederne indledtes med »åbent hus« i den grafiske forretning på Super Highway, hvor EACT's samarbejde gennem 25 år med Heidelberg- og Polarfabrikkerne markeredes med taler af EACT's direktør Carsten Dencker Nielsen, af EACT's formand, direktør T.W. Schmith, og af Heidelbergs generaldirektør, dr. Wolfgang Zimmermann.

Den 6. november var der reception i EACT's hovedbygning, og den dannede samme aften

sammen med nabobygningerne – Oriental Hotel og den katolske mission i Bangkok – rammen om den storslåede friluftsfest, hvis festklædte deltagere modtoges ved æresporten på Oriental Avenue af både elefanter og andre, fordums transportmidler såsom tricycler.

Thailands kronprins, H.K.H. Vajiralongkorn, præsiderede over den officielle del af festen, hvis program omfattede musik af et marine- og et strygeorkester, velkomsttale ved direktør C. Dencker Nielsen og jubilæumstale ved direktør T.W. Schmith, der understregede, at venskabet mellem Thailand og Danmark er mere end 300 år gammelt og også på anden måde enestående.

– Jeg er stolt over at kunne sige, at vort selskab er 100 år ungt i det land, hvor ØK blev født, sagde T.W. Schmith. Og jeg er overbevist om, at vi står rede til at møde nye udfordringer og kan se frem til fortsat medvirken til denne store nations nye udvikling og fremskridt.

Så overrakte Kronprins Vajiralongkorn en gylden jubilæumsnål til hvert medlem af EACT's bestyrelse, og Thailands udenrigsminister, luftmarskal Siddhi Savetsila, hylkede EACT som eksponent for det mangeårige samarbejde mellem Danmark og Thailand.

100 balloner i de thailandske farver blev i projektørlys sendt op mod tropenattens sorte himmel, og 100 levende lys på en gigantisk fødselsdagskage fra Oriental Hotel blev pustet ud af bestyrelsesmedlemmernes fruer, hvorefter fru Hertha T.W. Schmith kunne skære kagen for. Efter et storslået festfyrværkeri på floden Chao Phya overtog Papa Bues Viking Jazz Band musiktribunen, og så gik dansen til langt ud på natten.

Det blev en jubilæumsfest, der skabte yderligere respekt om EACT, om selskabets ledelse og medarbejdere og om dets virksomhed i det land, hvor grunden blev lagt til Det Østasiatiske Kompagni.

Danmarks regentpar lykønsker EAC Thailand

Danish royal greetings for EAC (Thailand)

På festdagen den 6. november modtog direktør Carsten Dencker Nielsen, EAC (Thailand) Ltd., følgende telegrafiske hilsen fra Danmarks regentpar, H.M. Dronning Margrethe og H.K.H. Prins Henrik:

On Centennial Day, November 6, Mr. Carsten Dencker Nielsen, managing director of EAC (Thailand), Ltd., received the following cabled message from H.M. Queen Margrethe and H.R.H. Prince Henrik of Denmark:

»Vore hjerteligste lykønskninger i anledning af East Asiatic Company Thailands 100 års jubilæum.

Vi mindes med glæde besøget på hovedkontoret i 1981. Til bestyrelsen, direktionen og alle medarbejdere sender vi vore bedste ønsker for fremtiden.

Henrik og Margrethe R.«

‘Our warmest congratulations on the occasion of the centenary of The East Asiatic Company Thailand. We recall with pleasure our visit to your head office in 1981. We extend to the company’s directors, management and staff our best wishes for the future.

Henrik and Margrethe R.’



Drøftelser og dans ved festen i Bangkok

Discussions and dancing during the celebration

Der blev både danset og drøftet udenrigspolitik ved jubilæet i Bangkok. Herover ses udenrigsministrene Uffe Ellemann-Jensen (t.v.) og Siddhi Savetsila i samtale under festen. Og herunder svinger direktør T. W. Schmith og fru Hertha Schmith sig på dansegulvet.

Dancing and foreign politics were exercised during the centennial celebration in Bangkok. The above picture shows the foreign ministers Uffe Ellemann-Jensen (left) and Siddhi Savetsila in conversation during the party. And below are Mr. T. W. Schmith and Mrs. Hertha Schmith enjoying themselves at the dance floor.



Skibsadoption når den er bedst

250 elever på Birkemoseskolen i Korsør havde en spændende og fornøjelig dag, da kaptajn Jens E. Sørensen, fører af ØK-containerskibet m.s. »Selandia« besøgte skolen for at uddele præmier til vinderne af en stilekonkurrence.

»Selandia« blev adopteret af skolen i 1975 gennem Dansk Skibsadoption, og kaptajnen havde på skibets vegne udskrevet en stilekonkurrence, hvis emne kort og godt var »Selandia«.

Skibet modtog ialt 39 besvarelser, som et udvalg om bord gennemgik for at udpege vinderne. Besvarelserne deltes i to kategorier: egentlige stile og tegninger, de sidste fortrinsvis udført af elever i 4. klasse.

Førstepræmien for hver kategori var en udskåret, afrikansk træmaske, medens 2., 3. og 4. præmien i hver gruppe var en kinesisk porcelænsskål. Til samtlige elever, der havde indsendt besvarelser, var der et fotografi af skibet og en ScanDutch-nøglering.

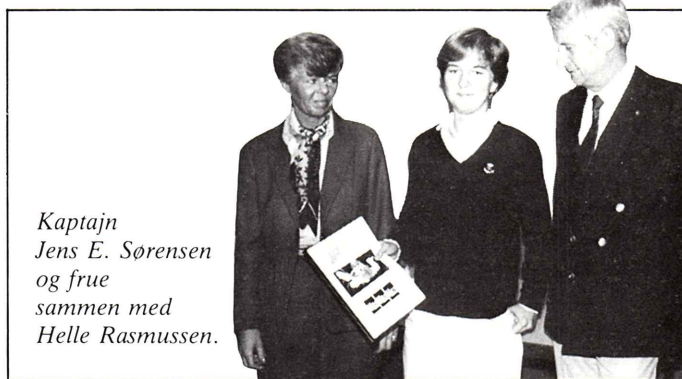
Helle Rasmussen fra Rønne på Djursland, der havde sejlet med »Selandia« fra Gøteborg

til Det fjerne Østen som 1. præmie i Danmarks Rederiforenings jubilæums-stilekonkurrence, deltog også i denne »Selandia-dag« og viste ikke færre end 150 lysbilleder fra rejsen.

Dansk Skibsadoption, der er en selvstændig institution i tilknytning til Foreningen til Søfartens Fremme, har til formål at formidle forbindelse mellem danske skoler og dansk skibsfart. Skibsadoptionen har kontakt med 727 skoler, og 101 skoler har adopteret et skib, heraf 14 ØK-skibe.

Samarbejdet mellem Birkemoseskolen og »Selandia« er et strålende eksempel på skibsadoption, når den er allerbedst. Der er en livlig brevveksling mellem skole og skib, og mange beretninger fra skibet gengives i skolebladet. Kaptajn Jens E. Sørensen er på skolen mindst én gang om året, og eleverne besøger skibet, når det er muligt.

Kaptajn Jens E. Sørensen overrækker præmier til f.h. Rikke Jensen, Charlotte Jensen og Henrik Plougmann.



*Kaptajn
Jens E. Sørensen
og frue
sammen med
Helle Rasmussen.*

A fine example of ship adoption

250 pupils of Birkemose School, Korsør, had an interesting and enjoyable day recently when Capt. Jens E. Sørensen, master of the EAC container vessel, m.s. 'Selandia', visited them to present prizes to winners of an essay competition.

The school adopted the 'Selandia' in 1975 through Danish Ship Adoption, and Capt. Sørensen - on behalf of the ship's company - had organised an essay competition entitled simply: 'Selandia'.

The vessel received a total of 39 entries, which a shipboard committee evaluated in order to nominate the winners. Entries were divided into two categories: essays proper and drawings (the latter were done mainly by 5th grade pupils).

The first prize in each category was a carved wooden mask from Africa, and 2nd, 3rd and 4th prizewinners in each group received a Chinese porcelain dish. All entrants received a photograph of the ship and a ScanDutch keyring.

Helle Rasmussen of Rønne, who had won a trip aboard the 'Selandia' from Gothenburg to the Far East as first prize in a

essay competition held by the Danish Shipowners' Association to mark the latter's centenary year (EAC Magazine 4/84), also took part in the special 'Selandia' day at Birkemose School, showing no fewer than 150 slides from her trip.

Danish Ship Adoption, which is an independent institution connected with the Danish Maritime Association, arranges for Danish Schools to 'adopt' Danish ships. DSA is in contact with 727 schools, and 101 of these have adopted a ship - 14 of them EAC vessels.

The Birkemose/Selandia adoption is a fine example of how well the system can work. There is a regular exchange of letters between school and ship, and many reports written by ship's crew from exotic places are printed in the school magazine. Capt. Sørensen visits the school at least once a year, and the pupils visit the ship when it is possible.

The pictures give an impression of the special 'Selandia' day at the school.

*Ken Rüdell (yderst t.v.)
Anne Helverskov
og Per Hansen
modtager
deres præmier.*

*De to vindere
af konkurrencen,
Pia Nielsen og
Anders Petersson.*



Expansion in the Philippines

Luzon Mahogany Corporation (LMC) of Manila in the Philippines continues to consolidate its position as the largest exporter of high-quality mahogany products in the country. The East Asiatic Company owns a majority holding in LMC.

The company has 250 employees, three of whom come from EAC, and its annual timber exports are valued at US \$20m (approx. D.kr. 220m).

A new warehouse was recently added to LMC's Manila factory, bringing total covered area to approx. 100,000 sqft. for the storage and preparation of the company's export products. The organisation in Mindanao in South Philippines has also been strengthened by the establishment of a quality-control branch in Davao City, one of the key supply areas in the south.

Bad weather conditions have made 1984 a difficult year for most exporters of sawn timber. LMC, however, has been fortunate in having the combination of its own facilities and close relations with other key producers. LMC was thus able to maintain the volume of timber shipped in 1983, a bumper year, securing regular supplies of raw materials for the company's industrial customers.



Lumber grading at the company's Davao branch.

Sortering af træ i filialen i Davao.

With the support of EAC Timber's worldwide marketing network, LMC expects in 1985 to be able to broaden its product range and continue its expansion in collaboration with saw local quality mills.

LMC also exports logs to EAC's European offices.

LMC eksporterer også kævler til ØK's europæiske kontorer.

Træforretningen udvider i Filippinerne

Luzon Mahogany Corporation (LMC), Manila, Filippinerne, hvori ØK har en majoritetsandel, befæster stadig stillingen som den største eksportør af filippinske mahogni-produkter af højeste kvalitet.

Virksomheden har 250 medarbejdere, deraf tre udsendt af ØK, og den eksporterer for ca. 20 millioner US\$ (ca. 220 mio. kr.) træ om året.

I LMC's fabriksanlæg i Manila bringer en ny lagerbygning det overdækkede areal op på ca. 10.000 m², der anvendes til oplagring og forarbejdning af eksport-produkterne. Desuden er organisationen i Mindanao i de sydlige Filippiner blevet styrket gennem oprettelse af en afdeling for kvalitetskontrol i Davao City, der er et af de sydlige nøgleområder for træ.

For de fleste eksportører af træ var 1984 et dårligt år som følge af meget ugunstige vejrforhold. Luzon Mahogany Corporation var imidlertid i en gunstig stilling på grund af kombinationen af egne faciliteter og nær forbindelse med andre nøgleproducenter.



Jorden rundt/Round the World

Besøg fra Kina

Hans Excellence Ma Yi, viceformand for State Economic Commission, Beijing, har besøgt Danmark i spidsen for en delegation for at drøfte et antal projekter, specielt i Liaoning, Shandong og Jiangsu-provinserne. Programmet omfattede også et besøg på ØK's hovedkontor, hvor disse fotos blev taget.

Det ene viser Hans Excellence Ma Yi, der af direktør Henning H. Sparsø modtager en erindringsgave i overværelse af Mr. Jiao Xiaoyuan, 2. handelssekretær ved Kinas ambassade i Danmark, og direktionssekretær Finn Koerner. På det andet foto ses Kinas ambassadør i Danmark, Hans Excellence Chen Luzhi, mellem handelsrådgiver Zhang Buke og underdirektør Bent K. Kierkegaard. I baggrunden fru Lizzi Støiholm fra direktionens frokoststue.



Visit from China:

His Excellency Ma Yi, vice chairman of the State Economic Commission, Beijing, has been visiting Denmark at the head of a 10-man delegation to discuss a number of projects, particularly in Liaoning, Shandong and Jiangsu provinces. The programme also included a visit to EAC Head Office, where the accompanying photographs were taken.

In one of the pictures H. E. Ma Yi receives a memento from Henning H. Sparsø, managing director, watched by Jiao Xiaoyuan, 2nd secretary commercial at the Chinese embassy in Denmark, and Finn Koerner, Executive Board secretary. The second picture shows the Chinese ambassador to Denmark, H. E. Chen Luzhi, between Zhang Buke, commercial counsellor, and Bent K. Kierkegaard, general manager.

Dr. W. Zimmermann besøger ØK-plantage

Dr. Wolfgang Zimmermann, foresiddende administrerende direktør for Heidelberger Druckmaschinen har i forbindelse med et besøg hos EACgraphics i Kuala Lumpur besøgt ØK's oliepalme-plantage River Estates i hjertet af Borneos mest jomfruelige jungle. Det ene foto viser Dr. W. Zimmermann, der går i land efter en sejltur på floden gennem junglen.

På det andet foto står Dr. W. Zimmermann og frue ved en elefantsti på plantagen.

Dr. Zimmermann visits EAC plantation

During a visit to EACgraphics in Kuala Lumpur Dr. Wolfgang Zimmermann, presiding managing director of Heidelberger Druckmaschinen AG, took the opportunity to call at one of the East Asiatic Company's palm-oil plantations, River Estates, in the heart of Borneo's most virgin jungle. In one picture Dr. Zimmermann goes ashore after sailing on the river through the jungle. The other photograph shows Dr. and Mrs. Zimmermann at an elephant crossway on the plantation.

Salg af papirmaskiner i Japan

Det italienske firma Fabio Perini Spa, som ØK repræsenterer i Japan, har åbnet en fabrik i Yokohama til fabrikation af maskiner til fremstilling af papirprodukter. Kompagniets Tokyo-kontor optræder som salgsgent i Japan for såvel den lokale produktion som importerede maskiner. Fabriksåbningen foretog på traditionel japansk vis under ledelse af en Shinto-præst og med deltagelse af store japanske kunder og forretningsforbindelser samt ledelsen fra Perini i Italien og ØK i Japan. Billedet viser præsten under renselsen af gæsterne forud for ceremonien, der skal sikre succes for den nye fabrik.

Sale of paper machinery in Japan

The Italian company, Fabio Perini SpA, which EAC represents in Japan, has opened a factory in Yokohama for the manufacture of machinery for making paper products. EAC's Tokyo office will act as sales agent in Japan for both local production and imported machines. The factory inauguration was conducted in the traditional Japanese manner by a Shinto priest and was attended by major Japanese customers, business associates and management representatives from Perini, Italy, and EAC, Japan. In our picture the priest is shown purifying the guests prior to the special ceremony securing a successful future for the new factory.





ØK-indsats for Sømandskirken

En række virksomheder bidrog med gaver og på anden måde til den succes, som Dansk Sømandskirke i Fremmede Havne havde med sin årlige bazar før Jul. En pæn del af overskuddet kom fra ØK-tombolaen, hvis fristende gevinster bl.a. skyldtes Dansk Fryse-Tørring, Dansk Sojakagefabrik og Plumrose samt ØK i Japan, USA, Brasilien, Singapore og Thailand foruden Hovedkontoret.

Billedet viser det veloplagte hold af ØK-fruer – og en enkelt datter – klar til den store invasion. Fra venstre: Lynn Nissen, Jean Vissing, Marietta Bay Andersen, Nina Marcher, Nanett Marcher, Oda Vestergaard, Birthe Overgaard og Eileen Sonne.

EAC tombola

A number of companies donated gifts and other forms of help for the successful annual bazaar held by the Danish Seamen's Church in Foreign Ports just before Christmas. Part of the proceeds came from the EAC tombola, where tempting prizes had been provided by i.a. Danish Freeze Drying, Danish Soyacake Factory/DS Industries, Plumrose, EAC in Japan, USA, Brazil, Singapore and Thailand, and EAC Head Office.

In our picture a team of EAC wives – and a daughter – prepares to welcome the buying public. Left to right: Lynn Nissen, Jean Vissing, Marietta Bay Andersen, Nina Marcher, Nanett Marcher, Oda Vestergaard, Birthe Overgaard and Eileen Sonne.

Ny bilfærge til DSB

A/S Nakskov Skibsværft søsatte den 21. november – nøjagtigt efter planen – nybygning nr. 233, en bilfærge til DSB's Kalundborg-Århus rute. Afleveringen finder sted i 3. kvartal i år. Søsætningen skete uden festivitets, da navngivningen først finder sted til foråret i forbindelse med søsætningen af et søsterskib til samme rute.

New car ferry for Danish Railways

Nakskov Shipyard launched a new car ferry for Danish State Railways (DSB) on November 21 – exactly on schedule. The new ferry will operate on a domestic crossing (Kalundborg-Århus) and will be handed over to the owners during the third quarter of this year.

The launch was not marked by any special celebration as the vessel will be named in spring in connection with the launching of a sister-ship for the same service.



Firmaudflugt på japansk

ØK's selskab i Japan, The East Asiatic Company (Japan) Ltd. har afholdt den årlige firmaudflugt, der denne gang gik til Nagaoka på halvøen Izu, kendt for sine varme, helsebringende kilder. Turen dertil fra Tokyo tager to timer med super-lynetoget Shinkansen.

Deltagerne, der på fotoet ses før spisningen, overnattede på en traditionel japansk kro, en »ryokan«, og udover et afslappende bad omfattede firmaudflugten et besøg i en mandarinlund og en festmiddag med sang og dans af deltagerne.

Office outing – Japanese-style

EAC subsidiary in Japan, The East Asiatic Company (Japan) Ltd., held its annual company excursion recently – this year visiting Nagaoka on the Izu peninsula, a resort town about two hours from Tokyo by high-speed bullet train.

Participants stayed overnight at a 'ryokan', a traditional Japanese inn, and the programme included a visit to mandarin orange orchards, relaxation in the hot springs for which the resort is famous, and a banquet with singing and dancing. Participants are pictured before the start of the banquet.



Kinesisk besøg på N.S.

En delegation fra China State Shipbuilding Company har besøgt Nakskov Skibsværft, ledsaget af attaché B. Melander,

Udenrigsministeriet, og civilingeniør T. Petersen, DSB. Delegationen ses her sammen med repræsentanter for værftet.



Chinese visit to Nakskov Shipyard

A delegation from The China State Shipbuilding Company has been visiting Nakskov Shipyard, accompanied by B. Melander, attaché, Danish Foreign Ministry, and T. Petersen, civil engineer, Danish State Railways. The delegation is pictured with shipyard representatives.

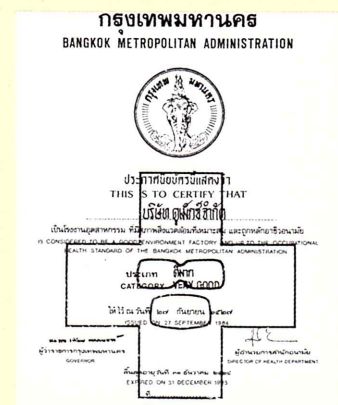
Fin anerkendelse

Dumex-virksomheden i Bangkok har af Bangkok Metropolitan Administration modtaget dette certifikat, der anerkender fabrikkens miljø- og sundhedsmæssige standard på baggrund af en nøje undersøgelse. Fabrikken fremstiller ernæringsmidler.

dependent survey in Greater Bangkok. The company manufactures nutrients.

Bangkok distinction

Dumex Ltd. of Bangkok has received this certificate from the Bangkok Metropolitan Administration in recognition of the factory's environmental and health standard following an in-

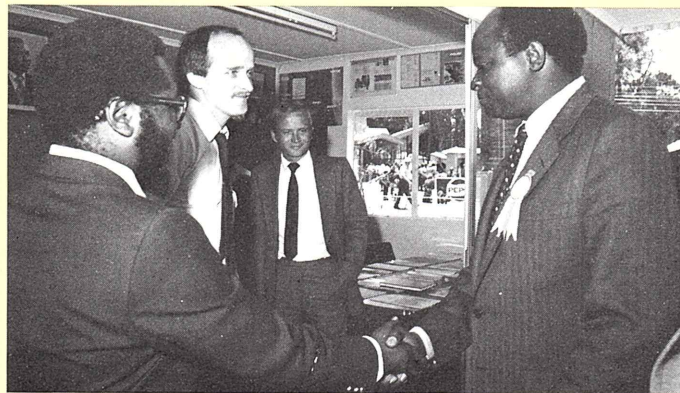


Nairobi International Show

En af Kompagniets projektafdelings vigtige danske principaler, Cimbria Unigrain Ltd., leverandør af bl.a. kornbehandlings- og korntørringsudstyr, har sammen med ØK's datterselskab i Kenya, The Old East African Trading Co. Ltd., Nairobi, deltaget i Nairobi International Show.

Kenya's vicepræsident og indenrigsminister, Hon. M. Kibaki, aflagde besøg på Cimbria's og Old East's fælles stand og hilser her på Old East's medarbejder, F. Kibugi. Iøvrigt ses H. Roslev Bukh, Cimbria's Area Sales Manager, og direktør

Frank Johansen, Old East African Trading Co. Siden begyndelsen af 1970'erne har Cimbria i samarbejde med ØK solgt flere store kornbehandlingsanlæg i Kenya.



Nairobi International Show

One of the Project Department's important Danish principals, Cimbria Unigrain Ltd., has participated in the Nairobi

International Show with EAC's Kenyan subsidiary, The Old East African Trading Co. Ltd., Nairobi. Cimbria is a supplier of such products as grain handling and drying equipment. Kenya's Vice President and Minister of Home Affairs, Mr. M. Kibaki, visited the joint stand and is pictured here with Old East staffer, F. Kibugi. Also in the picture are H. Roslev Bukh (left), Cimbria's area sales manager, and Frank Johansen, Old East managing director. Working in collaboration with EAC, Cimbria has sold several large grainhandling systems in Kenya.

Besøg fra Burma

En delegation fra Burma's Foodstuff Industries Corporation har været i Danmark efter invitation fra Udenrigsministeriet. Under opholdet besøgte delegationen, der blev ledet af korporationens administrerende direktør, Mr. Maung Maung Than Tun, ØK's hovedkontor og en række virksomheder, som ØK repræsenterer i Burma, primært inden for landbrugs- og fødevarersektoren.

Visitors from Burma

A delegation from Burma Foodstuff Industries Corporation has been in Denmark at the invitation of the Ministry of Foreign Affairs.

Headed by Maung Maung Than Tun, managing director of FIC, the delegation visited EAC Head Office in Copenhagen and a number of companies which EAC represents in Burma - primarily in the agro and agro-allied fields.

På billedet ses Mr. M. M. Than Tun som nr. 2 f.h. De øvrige navne fremgår af den engelske tekst.

Picture: M.M. Than Tun (second from right) with (left to right) Myat Aung, planning engineer; J.R. Schade, project

manager, United Milling Systems; Lt. Cdr. Saw Win Thane, assistant director; P.V. Ludvigsen, EAC; B. Löfqvist, managing director, UMS; Hla Pe, deputy general manager; M. Møller, general manager, Danbrew; and B.R. Nilsson, marketing director, UMS.



50 års jubilæum i Hong Kong

50-års dagen for oprettelsen af et ØK-kontor i Hong Kong blev fejret den 15. oktober 1985, bl.a. i form af en sportsdag med deltagelse af over 500 stabsmedlemmer og deres familier. Der var i dagens anledning fremstillet en fødselsdagskage, der vejede så meget som 500 lbs. (227 kg), hvilket siges at være den hidtil største kage, der er set i Hong Kong, - og vel også mange andre steder, for øvrigt.

Hong Kong: They knew they were coming - so they baked a cake!

To mark EAC's 50th anniversary in Hong Kong all executives were invited to a black-tie dinner - and a sports day was held for and attended by more than 500 staff members and their families.

A birthday cake was baked for the occasion, weighing all of 500 lbs (227 kg) - which is reported to be a record for Hong Kong (and probably a good many other places, too!).



MF'ere hos ØK i New York

Danske folketingsmedlemmer, der deltog i FN's generalforsamling, besøgte under opholdet i New York ØK-virksomheden Heidelberg Eastern, Inc., hvor Karsten Hess, direktør finans og regnskab, ØK, Nordamerika, orienterede om Heidelberg Eastern og de øvrige ØK-selskaber i USA.

Fra venstre rundt om bordet ses Finnur Erlandsson, Ebbe Jensen og frue, Karsten Hess, Hans Jørgen Holm, Flemming Jensen og Mogens Camre.

Parliamentarians visit EAC, New York

Members of the Danish Folketing (parliament) visited Heidelberg Eastern, Inc., New York, after participating in the UN general assembly. Karsten Hess, vice president and secretary, briefed them on Heidelberg Eastern and other EAC subsidiaries in the United States.

Clockwise from left: Finnur Erlandsson, Ebbe Jensen, Mrs. Ebbe Jensen, Karsten Hess, Hans Jørgen Holm, Flemming Jensen and Mogens Camre.

Bergmann, Smith & Co., løser alle transportopgaver

»In shipping since 1865...« – og det fascinerer os stadig. Sådan lyder det i Århus's store, gamle – men stadig unge skibsmæglerfirma Bergmann, Smith & Co. ApS, som allerede i 1905 udnævntes til skibsagenter for ØK, altså få år efter, at Det Østasiatiske Kompagni i 1897 var startet af daværende kaptajn H. N. Andersen – med skibsfart som det vigtigste grundlag.

Navnet Bergmann, Smith & Co. fremtræder første gang i 1904 efter fusionering af firmaerne Eduard Bergmann, Chr. Smith & Søn og N. A. S. Bursche & Co., hvis shipping-erfaring gik tilbage til 1865. Det skulle vise sig, at samarbejdet med ØK fik stor og afgørende betydning for firmaets fremgang og for udviklingen af Århus havn, specielt fra slutningen af 50'erne, hvor ØK i takt med den stigende udenrigshandel og eksportindustriens udflytning til Jylland/Fyn begyndte at anløbe Århus regelmæssigt og igennem de følgende år øgede lineskibenes anløb. ØK var således banebryder for udviklingen i havnen og har sammen med importører og eksportører medvirket til at skaffe Århus havn status som en moderne stykgods- og containerhavn, anerkendt som basishavn af de store liniekonferencer og med stadigt stigende omsætning af stykgods og containere.

Jo, der er sket en udvikling siden ØK's m.s. »Selandia« som verdens første oceangående dieselmotorskib anløb Århus den 8. april 1913 på sin jomfrurejse fra Østen med en ladning copra til Aarhus Oliefabrik.

Som et naturligt led i udviklingen med en voksende koncentration af ØK's liniefartsinteresser i Århus indtrådte ØK i 1967 som majoritetsejer af firmaet, og siden den 2. januar 1984 har firmaet været videreført som en fuldt ejet dattervirksomhed af ØK.

I dag ledes firmaet af administrerende direktør, kaptajn B.

V. Larsen og prokuristerne K. Damsgaard Andersen, J. Mørck og U. Stein-Poulsen, der sammen med 40 andre dygtige shipping-, kontor- og terminalfolk udgør staben hos Bergmann, Smith & Co.

Kontorer og pakhuse er placeret centralt på pier 2 og 3 i hjertet af Århus havn, hvorfra der gennem en moderne organisation tilbydes alle former for transportløsninger til og fra alle egne af verden.

Bergmann, Smith & Co., der hovedsageligt repræsenterer linietrafik, er udnævnt til havneagent i Århus for ØK-involveret linietrafik med Alfragt a/s, København, som generalagent. Herudover repræsenterer firmaet andre oceangående linier og tilbyder i alt følgende service-områder til et bredt udsnit af kunder:

Linieagenturvirksomhed/Lufftfragt

Skibsagentur/Klarering/Befragtning

Spedition/Fortoldning/Transportarbejde

Terminalarbejde/Pakhusoplagring/Pakning og udpakning af containere

Specialopgaver ved projektladninger

Surringsopgaver/Presenningudlejning

Konsulentarbejde i forbindelse med containertransport samt andre maritime opgaver.





Bergmann, Smith har kontorer og pakhuse på pier 2 og 3 i Aarhus havn.

Bergmann, Smith & Co. has its offices and warehouses on Piers 2 and 3 at Aarhus harbour.

Bergmann, Smith & Co. solves all transport problems

In shipping since 1865 – and still fascinated by it! This is the optimistic attitude of one of Denmark's oldest shipbroking companies: Bergmann, Smith & Co. ApS of Århus. Bergman, Smith was appointed shipping agent for the East Asiatic Company as early as 1905 – only a few short years after EAC was founded (in 1897) by Capt. H. N. Andersen, with shipping as its principal activity.

*Staben
The company staff.*

M.s. »Boringia«, der sejler for EAC Lines Europe West-Africa Container Service, ved container-terminalen i Århus.

M.s. 'Boringia', which serves EAC Lines Europe West-Africa Container Service, at the Århus container terminal.

*Ekspeditionskontoret
One of the offices.*

The name Bergmann, Smith & Co. appeared for the first time in 1904 with the merger of Eduard Bergmann, Chr. Smith & Søn and N. A. S. Bursche & Co. (whose shipping experience dated back to 1865). It was soon to become clear that business with EAC would have an important effect on the company's success and on development of Århus harbour, particularly in the late 1950s, when EAC (with the movement of export and import companies to Jutland and Funen) began calling regularly and increasingly at Århus. It was EAC, for example, who pioneered development of the harbour, assisting importers and exporters to establish its status as a modern general-cargo and container harbour, recognised as a base port by the major liner conferences and with a steady increase in general cargo and container traffic.

There have certainly been a few changes since m.s. 'Selandia',

the world's first ocean-going diesel-powered vessel (owned by EAC) entered the port of Århus on April 8, 1913, on her maiden voyage from the Far East with a cargo of copra for Aarhus Oliefabrik.

It was a natural step in the process of concentrating EAC's liner-service interests in Århus that EAC acquired a majority holding in Bergmann, Smith & Co. ApS in 1967, and since January 2, 1984, the latter company has been a wholly-owned EAC subsidiary.

The managing director of Bergmann, Smith & Co. ApS is Capt. B. V. Larsen. The company's day-to-day managers are K. Damsgaard Andersen, J. Mørck and U. Stein-Poulsen. There is a 40-strong staff of

highly capable shipping, administrative and terminal personnel.

Offices and warehouses are conveniently located on Piers 2 and 3 in the heart of Århus harbour. From these headquarters the company operates a modern organisation, offering all forms of transport to and from all parts of the world.

Bergmann, Smith & Co. ApS, which primarily represents liner traffic, has been appointed port agent for EAC's liner services – with Allfreight Ltd., Copenhagen, as general agent.

In addition, Bergmann, Smith & Co. ApS represents other ocean-going lines, offering its wide range of customers the following services:

Liner agency services/air freight

Shipping agency services/ship's clearance service/chartering

Forwarding/customs clearance/transport service

Terminal work/warehousing/packing and unpacking of containers

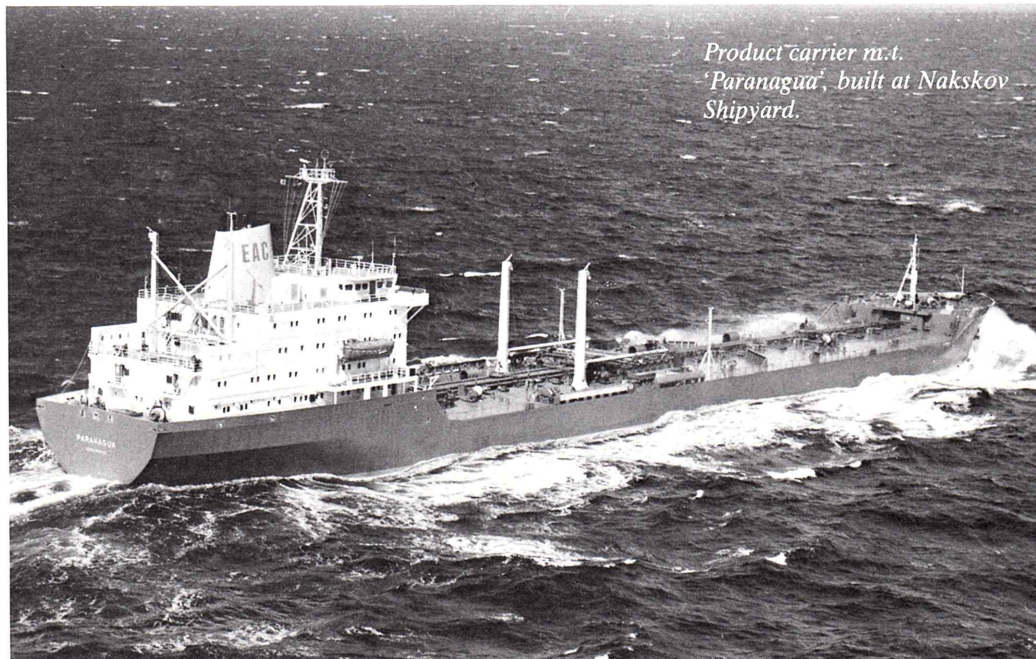
Special advisory services for project cargoes

Cargo lashing and tarpoulin leasing

Advisory service for container transport and other maritime work



Product carriage by sophisticated vessels



*Product carrier m.t.
'Paranagua', built at Nakskov
Shipyard.*

In the field of liner shipping the Company has a long history of participation in the general-cargo trade with liner vessels. It is only in recent years that greater emphasis has been placed on the operation of bulk vessels (both dry cargo and product carriers) in the charter market. Of the two, the product carrier represents the greater deviation from the liner. A large part of the success in effecting the transformation is owed to our masters, officers, and crews who have quickly acquired the necessary knowledge of charter terms and the skill in handling liquid cargoes.

Charter terms

In contrast to liner trade where vessels are served by an extensive net of permanent agents, the master of a product carrier is on his own. The appointed agent will often be the charterer's representative. Consequently the master must be familiar with the duties of both the vessel and the charterer as laid down in the charterparty and must be prepared to intervene, usually in the form of a written protest, if the charterer fails to perform as agreed. A failure on our part to protest may easily prevent us from recovering several thousand dollars in lost time.

Knowledge of products

The basic features of the product carrier are its coated tanks and its ability to carry up to 10 different products at the same time. The coated tanks enable the vessel to switch between different products with little difficulty. Our vessels primarily carry petroleum derivatives such as gas-oil, gasoline, jet fuel, fuel oil, and occasionally crude oil but may also accept such diverse products as caustic soda, vegetable oil, and molasses. It is true of virtually all of these products that even a small portion of one will contaminate another. Correct cleaning of the tanks between cargoes is, therefore, an important part of the operation of these vessels and requires experience combined with theoretical knowledge of the properties of the products.

Vigilance

Loading and discharging a product carrier are done rapidly, usually within 24 hours, and require constant vigilance on the part of the officers and crew. As opposed to dry-cargo vessels, it is not possible to physically watch the cargo moving over the side. Only the position of the valves reveals which tank or cargo is being loaded or discharged.

Considering that more than 100 valves must be in the right position whenever cargo is being pumped, it can be appreciated that a continuous state of alert must be maintained.

Responsibility

The oil trade is a fast and risky business, in which fortunes are made and sometimes lost by oil traders. A full cargo on a product carrier of our size, 33,000 dwt, may have a value of US\$ 7-8m. In times of loss the injured party will seek to recover whatever possible from all parties in the transaction and, whether we like it or not, the vessel is considered fair game in the effort to recoup losses. Therefore, it is vitally important that paper work is handled correctly. Claims and disputes are always settled by office staff long after the event, and the de-

gree of success in solving a dispute depends on the quality of the groundwork done aboard the vessels.

Turning finally to the safety and navigational aspects, it is well known that in the wake of tanker disasters a few years ago more and more exacting demands are being made with regard to the technical standard of the vessels, especially by the U.S. Our vessels being comparatively new, the additional requirements pose no difficulties for us. Some countries have introduced mandatory sea lanes (e.g. France and Britain along the coast of Normandy and in the Channel) and others have instituted heavy fines which they hand out to masters at the slightest spill of oil or chemicals. The eyes of a pollution-conscious world rest upon the tankers.

Future

EAC's Non-Liner Division must continue to develop new knowledge and new skills both at sea and ashore in order to live up to its objective of involvement in the more complicated transports where fewer owners are able to match demands with regard to vessels, equipment, and know-how. We see product carriage as one of these trades. With oil-producing nations wishing to take over a greater share of the refining of their own crude, the next few years will see a substantial transfer of refining capacity from North America and North Europe to the Middle East. This process will increase hauling distances and should result in a demand for larger product carriers while reducing the demand for crude carrying tankers. In other words, more sophisticated vessels, forcing out the simple crude carriers. With its present level of skill and experience EAC is well placed to take part in this process.

Produkttankskibe – en højt specialiseret type

Ovenstående engelske tekst omhandler Kompagniets fart med produkttankskibe, der i de coatede lasttanke kan medføre op til 10 forskellige produkter på samme rejse. Artiklen forudser et behov for større produkttankskibe samtidig med en faldende efterspørgsel for tankskibe, der transporterer råolie.

Fin deltagelse på stor udstilling i Kina

ØK's kontorer i Beijing og Hong Kong medvirkede til en række virksomheders deltagelse i International Advanced Food Processing and Packaging Exhibition (PROPAK '84), der afholdtes i Hangzhou i Kinas Zhejiang-provins under Zhejiang Food Processing Association's auspicer.

Udstillingen, der omfattede 75 virksomheder fra otte lande, havde stort besøg af specialister og repræsentanter for virksomheder fra alle egne af Kina. Et antal tekniske seminarer blev afholdt i forbindelse med udstillingen.

Følgende danske firmaer, som ØK repræsenterer i Kina, deltog: Danbrew, Danish Turnkey Dairies, Ellab, N. Foss Electric, O.G. Hoyer og Wolfking. De solgte i løbet af udstillingen alt det udstillede udstyr.

EACgraphics, Hong Kong, deltog med egen stand og demonstrerede et antal emballagemaskiner.

Hangzhou er en meget smuk by, der specielt er berømt for sin sø, West Lake. Byen er hovedstad i Zhejiang-provinsen ved udløbet af Ch'ien-t'ang-floden i den sydlige ende af den store kanal, der forbinder Hangzhou med Beijing. Kanalen er 1,794 km lang.

Fotografierne giver et indtryk af udstillingen.

Prominent companies at big Chinese exhibition

Catering for the interests of our principals in the food-processing and packaging fields, our China Trade Offices in Beijing and Hong Kong arranged participation in the International Advanced Food Processing and Packaging Exhibition (PROPAK '84) at the end of November in Hangzhou, Zhejiang Province.

A total of 75 companies from eight countries were represented. The Danish contingent comprised six prominent companies: Danbrew, Danish Turnkey Dairies, Ellab, N. Foss Electric, O.G. Hoyer and Wolfking. There was a wide range of

plant and machinery – all of which were sold to interested end-users during the exhibition.

The exhibition was well attended by specialists and end-users from all over China, and included a number of technical seminars.

The Packaging Dept. of EACgraphics, Hong Kong, had a separate stand, demonstrating a number of packaging machines.

The Chinese sponsor was Zhejiang Food Processing Industrial Association.

Hangzhou is a beautiful city, renowned especially for its West Lake. It is the provincial capital of Zhejiang on the estuary of the Ch'ien-t'ang River at the southern terminus of the Grand Canal linking Hangzhou to Beijing. The canal is 1,794 km long.

The photographs give an impression of the exhibition.



Nyt om navne/People



V. Panchapakesan (Pancho), 43 og bestyrer af EAC-plantagen Teluk Merbau i Malaysia, har også en interessant hobby: veteranbiler. Mens han til daglig benytter en 12 år gammel Landrover til arbejdet i plantagen og den tilhørende oliemølle, foretrækker han en næsten 60 år gammel cabriolet til søndagskørsel og sørger selv for, at den altid er i køreklar stand. Det er en farvestrålende Morris Cowley (knaldrød med sorte skærme og sort kaleche), der naturligvis ikke egner sig bedst til kørsel på plantagens skovveje, men klarer sig fint på asfalt-vejene til bl.a. den landsby af nye, moderne arbejderboliger, som Teluk Merbau er ved at fuldføre.

V. 'Pancho' Panchapakesan (43) is manager of the EAC plantation at Teluk Merbau in Malaysia and has an interesting hobby: veteran cars. Although he drives a 12-year old Landrover in his work in the plantation, he prefers an almost 60-year old cabriolet for his week-end driving, and keeps it in good running order by himself. It is an eye-catching Morris Cowley (bright red with black mudguards and black canopy) which is not exactly happy on the forest roads of the plantation but which does well on the asphalt roads leading, for example, to the village of new, modern workers' houses that Teluk Merbau is in the process of building.



Nyt om navne/People

Harry Opstrup, 62, som igen har leveret en række af de fotos, der pryder årets ØK-kalender, er ikke nogen almindelig naturfotograf. Han er nemlig handeleggartner af uddannelse og profession, men lader en gang imellem andre passe gartneriet i Holte for at drage landet rundt med sit kamera og dermed dyrke sin fritidsforøjelse. 1985-kalenderen, der siden årets begyndelse har hængt på væggen hos Kompagniets kunder, agenter og andre forretningsforbindelser rundt om i verden, er trykt på en Heidelberg 4-farve Speedmaster hos Bonde's Bogtryk/Offset i København.



Harry Opstrup (62), the man behind several of the photographs in EAC's 1985 calendar, is not a photographer by profession – he is a market gardener. But every now and then he leaves his greenhouses and fertilisers to his staff in Holte (north of Copenhagen) and travels round Denmark with his camera, looking for attractive motifs. The 1985 calendar hanging on the walls of the Company's customers, agents and other business associates throughout the world was printed on a Heidelberg four-colour Speedmaster by Bonde's Bogtryk/Offset, Copenhagen.

Niels Børglum, 39-årig ØK-medarbejder, der nu er marketingchef i Alfragt a/s, er af Junior Chamber Danmark udnevnt til »Årets projektleder 1984« for sin indsats som formand for komitéen, der i foråret arrangerede et dansk handelsfremstød i Antwerpen. Udnævnelsen foregik ved en nationalkongres, hvor den danske statsminister var æresgæst blandt de 1100 festklædte deltagere.

Niels Børglum (39) is an EAC man and marketing manager of Allfreight Ltd. He has been nominated Project Leader of the Year, 1984, by the Junior Chamber Denmark for his work as chairman of the committee that arranged a Danish

trade campaign in Antwerp last spring. Mr. Børglum's nomination was announced at a national congress at which the Danish prime minister was one of the guests of honour at the gala dinner attended by 1100 people.



Viceadmiral Sven Thostrup, tidligere flådechef, som sidst i denne måned fylder 70, har i Tidsskrift for Søværnen skrevet en smuk nekrolog over den thailandske admiral, Prins Galavarnadis Diskul, hvis død omtales i ØK Bladets oktobernummer.

Sven Thostrup fortæller om prinsens tjeneste i den danske flåde, hvor han begyndte som frivillig lærling i 1932 og dimitteredes som søløjtnant af anden grad fra Søofficersskolen i 1937, hvorefter han supplerede uddannelsen med stabskursus i Sverige. Efter at have været forsvarsattaché ved de thailandske ambassader i Skandinavien 1955-58 blev prinsen chef for Sattahib flådebase og siden som kontreadmiral chef for Thailands marinekorps. 1961-70 var han overadjutant hos Thailands konge og avancerede i denne periode til admiral.

Prinsen betegnes som en særdeles velbegavet og munter personlighed med fine karakteregenskaber. Han blev både afholdt og respekteret under opholdene i Skandinavien og var meget glad for sin bestyrelsespost i Kompagniets datterselskab, EAC (Thailand) Ltd., der gjorde det muligt for ham at vedligeholde forbindelsen med Danmark.

Vice Admiral Sven Thostrup, former Danish naval commander-in-chief, has written a respectful obituary in the Danish 'Tidsskrift for Søværnen' (Maritime Magazine) on Prince Galavarnadis Diskul, the Thai



Prins Galavarnadis Diskul

admiral whose death we reported in our last issue. Vice Admiral Thostrup, who will be 70 this month, wrote of Prince Galavarnadis's service with the Danish fleet with which he began as a volunteer trainee in 1932, graduating as a 2nd lieutenant in 1937 and supplementing his training with a staff-officer's course in Sweden.

After a tour of duty as defence attaché at Thai embassies in Scandinavia from 1955-58, the prince became head of Sattahib naval station and subsequently head of the Thai marine corps with the rank of rear admiral. From 1961-70 he was senior adjutant to the king of Thailand, being promoted during this period to admiral.

Vice Admiral Thostrup describes the prince as a highly intelligent and cheerful person with fine characteristics. He was liked and respected during the years he spent in Scandinavia, and he valued his directorship of the East Asiatic subsidiary, EAC (Thailand) Ltd., which enabled him to maintain his contacts with Denmark.



Pia Damsgaard Hansen, 30-årig kvindelig navigatør i ØK-flåden, der omtales i ØK Bladets juli-nummer sidste år, er nu blevet et kendt navn i international skibsfart. »Lloyd's Ship Manager« har bragt en halv side om Juelsminde-pigens karriere til posten som førstestyrmænd i Kompagniet – senest

på m.s. »Lalandia« – og forudser, at man inden længe vil se også administrative topposter i international skibsfart bemanded med kvinder.

Pia Damsgaard Hansen is a 30-year old woman navigator with the East Asiatic Company (this magazine carried an article about her in its July issue). Ms. Damsgaard Hansen is now also a well-known name in international shipping circles since 'Lloyd's Ship Manager' described her career in a half-page feature (she is first officer aboard the m.s. 'Lalandia'), forecasting that it probably will not be long before top administrative positions in international shipping are held by women.

Svend Bryder, 47, elektriker i ØK-flåden i snart 20 år, er blevet en kendt og værdsat skikkelse i Vestafrika. Han har de seneste tre år på hver rejse med containerskibene »Boringia« eller »Fionia« medbragt adskillige kasser med brugt tøj, stiletter, m.m. til fordeling i SOS-børnebyer i Sierra Leone, Ghana og Liberia.

Svend Bryder får tøjet gennem danske skoler, hvor han er aktiv inden for Dansk Skibsadoption, og fra beboere i Dronningmølleområdet, hvor han bor, samt fra andre steder i Danmark, hvor man har hørt om ham og hans arbejde.

Ved skibets ankomst til havnen i det pågældende vestafrikanske land hjælper Kompagniets agent med toldbehandlingen, hvorefter børnebyens leder afhenter tøjet.

Svend Bryder (47), EAC fleet electrician for nearly 20 years, has become a familiar and favourite figure in West Africa. Every time during the past three years he has sailed aboard the container ships, 'Boringia' or 'Fionia', he has brought several crates of second-hand clothing, jotters and other materials useful to schoolchildren, for distribution at SOS children's towns in Sierra Leone, Ghana and Liberia.

Mr. Bryder obtains the clothing through Danish schools (he is actively engaged in Danish Ship Adoption), from local people in his own home area, and from other parts of Denmark to which news of Mr. Bryder and his work has spread.

On his arrival in ports in West Africa, EAC agents assist with customs clearance, and the clothing, books, etc., are picked up by the supervisor of the children's town concerned.



Carl Christian Jørgensen, hedder en dansk-amerikaner, der bor i Charlotte i North Carolina og snart fylder 50. Han er food broker og mangeårig agent for Plumrose og har i Paraguays hovedstad Asunción truffet en anden, dansk supersælger, Harry »Motor« Jensen, der bl.a. korresponderer til Jyllands-Posten. Carl Christian Jørgensen fortalte om sin udvandring for næsten 30 år siden og sin tilværelse som fødevare-grossist i USA og sagde derefter: »Jeg er født i det bedste land i verden, og det glemmer jeg ikke. Og sikke chancer, der er i Danmark i dag. Langt flere, end du og jeg havde i 50'erne. Unge mennesker kan nu åbne deres eget firma for små midler. De kan importere, fabrikere eller eksportere. Der er i hundredvis af chancer hver dag, blot man smøger ærmerne op og tager fat med godt humør. Men mange unge danske er ta-

berede på forhånd, for de spiller aldrig og tager ingen chancer. Så klager de over samfundet og skatterne. Ja, men hvorfor rejser de så ikke ud og prøver evner og kræfter? Vi er født i et land, hvor man frit kan rejse ud og ind, og et land, der har et godt internationalt omdømme. Jeg synes, at mange unge danske mister livets virkelige substans ved at løbe rundt og lede efter skygger«.



Carl Christian Jørgensen (49) is a Danish American who lives in Charlotte, North Carolina. He is a food broker and has been agent for Plumrose for many years. In Paraguay recently he met another Dane, Harry 'Motor' Jensen, whose many activities include writing for the Danish daily, 'Jyllands-Posten'.

Mr. Jørgensen told the touring journalist of his decision to emigrate 30 years ago and of his life as a food broker in the United States. 'I was born in the best country in the world, and I shall never forget it. But what wonderful chances there are in Denmark now! More than you and I had in the 1950s. Young folk can open their own business with a minimum of funds. They can import, manufacture or export. There are hundreds of chances, if they would just roll up their sleeves and tackle life with a smile.'

Flemming With-Seidelin, 47 og ØK-mand siden 1958, er i Hong Kong kendt ikke alene som dynamisk direktør for det lokale Carlsberg-bryggeri (indviet 1981 af det danske regentpar), men også som en habil amatørkok. Det skyldes, at »South China Morning Post« har bragt det meste af en side om ham og de middage, han hjælper fru Vivi med at fremstille i lejligheden ved Repulse Bay. Hong Kong-avisens madekspert, Winsome Lane, prøvsmagte en sådan middag og roser den til skyerne. Menuen lød på Fish Salad Provençal

Pepper Steaks
Crêpes Suzettes

Og ikke mindst mayonnaisen, hvori fiskesalaten blev blandet, vakte Miss Lanes beundring. Det er nu ikke så mærkeligt, for madeksperten fortæller, at Flemming With-Seidelin bogstaveligt talt har lavet mayonnaise i tonsvis. Det gjorde han i begyndelsen af 60'erne, hvor han var stationeret i Sydafrika og gik meget aktivt op i fremstillingen af mayonnaise på en fødevarefabrik, som Kompagniet dengang ejede i Durban. Til gengæld studerede han i fritiden, tog en Bachelor's Degree ved Witwatersrand University og gennemførte senere et års studier, der afsluttedes med opnåelsen af en Honours Degree in Commerce ved Natal Univer-

sity. Da han efter fem års ledelse af Dumex-fabriken i Indonesien forflyttedes til Hong Kong og blev bryggeri-chef, genoptog han madlavningen som hobby og som et naturligt supplement til fremstillingen af fremragende Carlsberg-øl, og sammen med venner stiftede han oven i købet en hobbyklub med det fornemme navn Foreningen Til Madlavning For Finere Herrer. Fortæller Winsome Lane, der oversætter klubbens navn til Society for Cooking for Fine Gentlemen.

Flemming With-Seidelin (47) and EAC man since 1958 is well-known in Hong Kong not only as the dynamic manager of the local Carlsberg brewery (opened 1981 by the Danish queen and her husband) but also as quite a capable amateur cook. His renown stems from a feature in the 'South China Morning Post' about Mr. With-Seidelin and the dinners he helps his wife, Vivi, to prepare in their apartment home in Repulse Bay. The newspaper's food editor, Winsome Lane, has tasted one such meal – and was full of praise. The menu was: fish salad provençal, pepper steaks and crêpes suzettes. The mayonnaise in which the fish salad had been turned was given special mention. But its high quality should not really



surprise anyone – because Mr. With-Seidelin has literally made tons of mayonnaise! In the early 1960s he was stationed in South Africa and was actively engaged in the manufacture of mayonnaise at a food factory owned in those days by EAC in Durban.

While in South Africa he studied during his leisure time, took a bachelor's degree at Witwatersrand University and later completed a year's studies, obtaining an honours degree in commerce at Natal University. After a five-year period spent managing the Dumex factory in Indonesia, he was moved to Hong Kong, where he became manager of the brewery – and resumed his interest in cooking as a hobby (which goes very well with the Carlsberg product!). He and a couple of friends have actually set up their own hobby club: Society for Cooking for Fine Gentlemen.



Leder- konference

55 ledere fra Hovedkontoret, divisionerne og datterselskaber i Danmark deltog i den store lederkonference på Vilvorde Kursuscenter ved København den 30. oktober 1984 og ses her i centrets parkanlæg. –
Se omtalen på siderne 6-7.

Management conference

Fifty-five senior executives from Head Office, the divisions and subsidiaries in Denmark attended a key management conference at Vilvorde Centre near Copenhagen on October 30. Our photographer took this picture in the surrounding park.
Report on pages 6-7.

Udsendt dansk personale Danish Staff Members Abroad



pr. 1. september 1984, ialt 299 i 40 lande/as of 1st September 1984, totalling 299 in 40 countries

<p>Australien (10)</p> <p>Melbourne: BLOCH & BEHRENS PTY. LTD. Claus Steen Gyrm Michael Streton Klaus Dam</p> <p>Fremantle: BEAUFORT SHIPPING AGENCY Jørgen Holck</p> <p>EAC LINES TRANS PACIFIC SERVICE Svend Engelbrecht Jørgensen t/Singapore</p> <p>Victoria: PLUMROSE (AUSTRALIA) LTD. Werner Hansen Henrik Dichmann Jan Claus Hansen Jørn Buur-Jensen Mogens Jensen</p>	<p>Cameroun (1)</p> <p>Douala: TRANSCAP SHIPPING Børge Fogh</p> <p>Canada (13)</p> <p>Vancouver: EAC Hans Peter Holst Kaj Asger Nielsen Dan Dupont Olsen Jens Nilausen Peter Gustav Hansen Henrik Laursen William Daae Stridsland</p> <p>JOHNSON, WALTON STEAMSHIPS LTD. Torben Søderlund Lars Mathiesen Lars Hasager Kirk</p> <p>Toronto: PLUMROSE INC. Ole Andersen Jesper Andersen</p>	<p>ASSAEL Per Bøtchjær</p> <p>COMPUSAM S.A. Torben Søderberg Svend Willy Anthun Gregersen (Midl.)</p> <p>Sète: INDUBOIS S.A. Ole Pedersen Chr. Erik Lund Finn Krustrup Jensen</p> <p>Roubaix: BLOCH & BEHRENS Ole Gregersen Jan Emil Krona Johan W. Selvejer Anders Rudkjøbing Arne Nielsen Kirsten Ladegaard Sørensen</p>	<p>P.T. ABADI KURNIA MURNI Steen Ove Jensen</p> <p>P.T. DANAPAINTS INDONESIA Bjørn Tang Lynggaard Olesen</p> <p>ENGINE PROJECT Kurt Erik Schou</p> <p>EAC LINES TRANS PACIFIC SERVICE Steen Rudy Zedeler</p>	<p>Malaysia (11)</p> <p>Kuala Lumpur: EAC (M) Svend Nisted Orla Sørensen t/Erik Levison, København Flemming Kolkjær Sørensen Poul Brøchner Petersen Ulrik Thorbek Nygaard Niels Johan Holm Peter Andersen</p> <p>CBMB John Madsen</p> <p>Kota Kinabalu: EAC (M) Bent Mortensen</p> <p>Port Kelang: NEDLLOYD-EAC Jens Egon Dahl t/Auckland Per Dynes Jørgensen</p>
<p>Bangladesh (1)</p> <p>Dhaka: U.L.A. Sven Lysgaard Jørgensen</p>	<p>Colombia (1)</p> <p>Cali: BERA DE COLOMBIA S.A. Ole Waage Pedersen</p>	<p>Hong Kong (14)</p> <p>EAC Erik Bøgh Christensen Peter Stenner Rasmussen Knud Erik Hansen Ole Møller Niels Morten Winther t/Beijing Bo Frank Nielsen Jan Christiansen Vagn Skovgaard Knudsen Niels Gamel Conradsen Søren Harbel</p> <p>SCANDUTCH Torben Hasselriis Keld Rübner Pedersen</p> <p>CBHK Flemming With-Seidelin</p> <p>Shekou: CIMC LTD. Erling Moesgaard</p>	<p>Italien (4)</p> <p>Genoa:</p> <p>Biella: BLOCH & BEHRENS (ITALIA) S.R.L. Torben Riis Jensen Torben Christensen Jesper Henrik Thomsen Claus Zimmermann</p>	<p>Mexico (2)</p> <p>Mexico D.F.: EAC Jørgen Erik Nielsen t/Ecuador Ole Oxholm Mayntzhusen</p>
<p>Belgien (5)</p> <p>Antwerpen: INDUFOR (1975) N.V./S.A. Hans Christen Jensen Jens Kim Bergenser Jørgen Jensen Jens Nevermann Hansen Michael Meile</p>	<p>Costa Rica (2)</p> <p>San José: CODASA Erik Larsson Kurt Allan Jensen</p>	<p>Indien (3)</p> <p>Bombay: MAHINDRA SPICER LTD. Jørgen Lund Lars Pelle Schaeffer Eriksen Henrik Engell-Jensen</p> <p>P.T. PARAMOUNT TRADE & ENGINEERING Sven Erik Jensen (Midl.) Lasse Tvener Johannes Lund Larsen</p> <p>P.T. DANMOTORS VESPA INDONESIA Ole Larsen Stub Kenneth P. Luciani</p> <p>P.T. ICCO MURNI INDONESIA Nils Folke Persson Vagn Kaare Askjær</p>	<p>Japan (6)</p> <p>Tokyo: EAC (J) Søren Larsen Søren Faber Larsen Chr. With-Seidelin Per Knudsen Erik Trock-Jansen</p> <p>MERMAID TRANSPORT CO. LTD. Flemming Skovgård Dam</p>	<p>Mexico (2)</p> <p>Mexico D.F.: EAC Jørgen Erik Nielsen t/Ecuador Ole Oxholm Mayntzhusen</p>
<p>Bolivia (2)</p> <p>La Paz: BERA DE BOLIVIA (ALEACIONES) S.A. Bent Ulrik Porsborg Roar O. Hansen</p>	<p>Ecuador (2)</p> <p>Guayaquil: ECUADASA S.A. Ole Østergaard Frederik Dincher</p>	<p>Indonesien (13)</p> <p>Jakarta: REP. OF EAC Niels Johannes Krøyer Engelbert Mertens</p> <p>P.T. DANMOTORS VESPA INDONESIA Ole Larsen Stub Kenneth P. Luciani</p> <p>P.T. ICCO MURNI INDONESIA Nils Folke Persson Vagn Kaare Askjær</p>	<p>Kenya (2)</p> <p>Nairobi: OLD EAST Frank Johansen Hans Jørgen Lund</p>	<p>New Zealand (5)</p> <p>Auckland: EAC (NZ) Ib Frede Albertsen t/H.O.</p> <p>Christchurch: BLOCH & BEHRENS (NZ) LTD. Vagn Anton Clüve Klubien Kai Alfred Tovgaard Claus Chr. Nimb Hans Jørgen Andersen</p>
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<p>Negara Brunei Darussalam (1)</p> <p>Bandar Seri Begawan: EAC (B) Kjeld Kaas Voldum</p>	<p>Filippinerne (6)</p> <p>Manila: EAC Niels Horn Poul Søren S. Poulsen Jesper Bjørn Jeppesen</p> <p>LMC Kristian Mikael Agger Per Stangegård</p> <p>EAC GRAPHICS Poul Damgaard</p>	<p>Indonesien (13)</p> <p>Jakarta: REP. OF EAC Niels Johannes Krøyer Engelbert Mertens</p> <p>P.T. DANMOTORS VESPA INDONESIA Ole Larsen Stub Kenneth P. Luciani</p> <p>P.T. ICCO MURNI INDONESIA Nils Folke Persson Vagn Kaare Askjær</p>	<p>Korea (1)</p> <p>Seoul: EAC MARKETING SERVICES LTD. Lars Boe</p>	<p>PERU (1)</p> <p>Lima: BERA DEL PERU S.A. Lars G. Holmquist</p>
<p>Negara Brunei Darussalam (1)</p> <p>Bandar Seri Begawan: EAC (B) Kjeld Kaas Voldum</p>	<p>Frankrig (14)</p> <p>Paris: EAC Jan Lennart Larson Jørn Kristiansen</p>	<p>Indonesien (13)</p> <p>Jakarta: REP. OF EAC Niels Johannes Krøyer Engelbert Mertens</p> <p>P.T. DANMOTORS VESPA INDONESIA Ole Larsen Stub Kenneth P. Luciani</p> <p>P.T. ICCO MURNI INDONESIA Nils Folke Persson Vagn Kaare Askjær</p>	<p>Liberia (2)</p> <p>Monrovia: LPMC Finn Siggaard Andersen</p> <p>DENCO SHIPPING LINES INC. Michael Dam-Schmidt</p>	<p>Saudi Arabien (10)</p> <p>Jeddah: INTERNATIONAL AGENCIES LTD. Bent Helweg Andersen Bjarne Kronie Pedersen</p>

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Henrik Alsing
Willy Heise
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Anders Normann

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Jørgen Hejl
Tenna Dorthe Steudel
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John Magnus Nielsen
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Morten Grønvald
Nis Peter Lorentzen
Ole Nielsen
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Elkhart:
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Jørgen Holm Hansen
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Greensboro:
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Ole Meyer Sørensen
Lars Secher

EAC TIMBER AMERICAS
Jan Nowakowski

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BERGSØE METAL CORP.
Bjarne Thomsen
Martin Andersen

Stamford:
TRANSAMERICAN
STEAMSHIP CORP.
Vagn Fausing
Jørn Hinge

Pasadena:
EAC LINES TRANS
PACIFIC SERVICE
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Jens Peder Brændeholm
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Søren T. Skov-Nissen
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Ralf Thor Bremsner

Greenwich:
SKAARUP CHARTERING
CORP.
Torben Warsberg

Seattle:
EAC STEAMSHIP AGENCIES
Michael Otto

REP. OF EAC MALAYSIA
Hans Falkner Jensen

St. Thomas:
WICO
Hans Frederik P. Jahn
Jan Corfix Møller

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Ejvind Pedersen
Gert Nilson

Caracas:
IENCA
Finn Sørensen
Jens Kristian Bjerg
John Kvist Nielsen
Mogens Thobo-Carlson

Cagua:
IENCA
Hildur Jakobsen
Charley Nedergaard Christensen
Niels Chr. Dehn
Jørgen Jensen
Tom Keld Jensen
Gert Kjeldsen
Frode Lauersen
Søren Bech Pedersen
Karsten Holm Rasmussen

OKEAC

Skibsfart/Shipping

Flåden/The fleet 1985

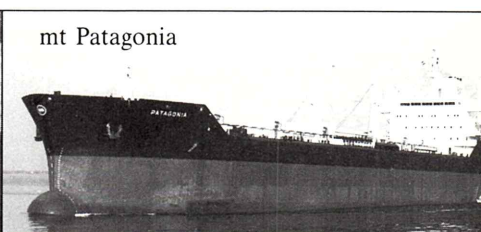
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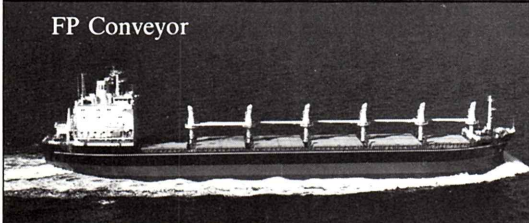
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mt Patagonia



FP Conveyor



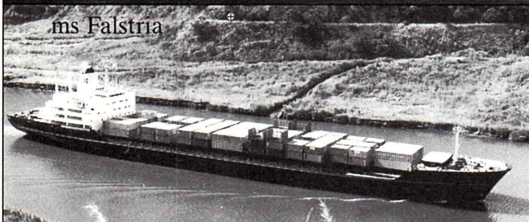
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ms Pattaya



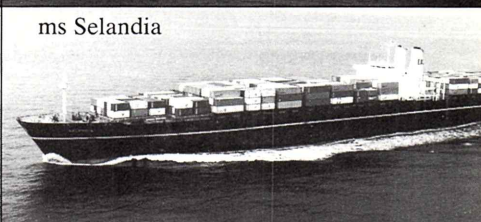
ms Falstria



ms Morelia



ms Selandia



ms Fionia



mt Panama



ms Singloa



ms Jutlandia



mt Paranagua



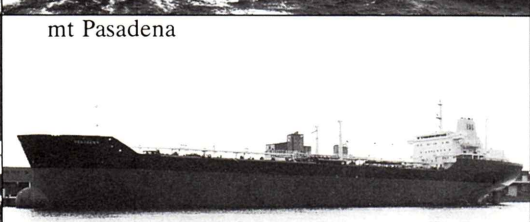
ms-Songkhla



ms Lalandia



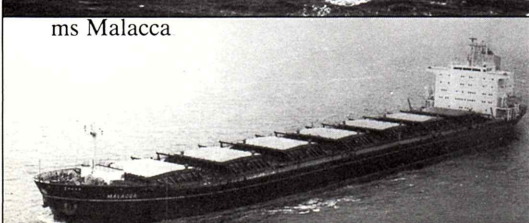
mt Pasadena



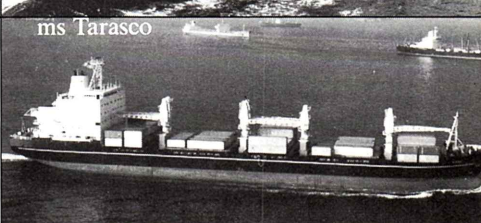
ms Sumbawa



ms Malacca



ms Tarasco



EAC officerer/EAC Officers 1/1-1985

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FP Conveyor	C. P. Petersen	J. Woelders	G. Andres	B. Imperial	P. McLoughlin
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Fionia	J. Lundegaard	L. Aagaard	W. Nieuwenhuizen	L. H. Madsen	J. Johansson
Jutlandia	Sv.-E. Christensen	B. Salskov-Iversen	M. Erichsen	Finn Hansen	P. Ø. Sørensen
Lalandia	J. Rytter	S. A. Hilkjær	D. Hofman	H. Staugaard	Fritze Melchior
Malacca	A. Danielsen	E. O. Pedersen	A. v. Rijen	L. B. Christensen	S. Lægdsø
Meonia	P. Haarsløv	S. Thøgersen	L. Jørgensen	Fl. M. Jensen	Gerda Mørch
Mixteco	O. Kehlet Schou	L. Müller	J. E. Jeppesen	Helle Jensen	Kirsten Vilhelmsen
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Paranagua	P. F. Hansen	F. T. Grandahl	J. Schlosser	M. Kragh	G. Holgersen
Pasadena	J. O. Jensen	V. Sørensen	J. F. Peard	C. N. Curran	J. J. Flanagan
Patagonia	S. Aa. Rohde	H. Rasmussen	A. Scobbie	J. A. Curran	J. M. G. Byron
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Selandia	J. E. Sørensen	J. Wagenaar	T. Lassen	P. M.-Madsen	K. E. Christiansen
Sinaloa	W. G. Nielsen	H. Andreassen	J. Forstholt	P. G. Hansen	Aa. Holgersen
Songkhla	Aa. Schiellerup	P. E. Knudsen	N. Lakic	S. Stengård	F. E. Nielsen
Sumbawa	B. Liisberg	P. S. Nielsen	D. Cook	D. Mayhew	C. Nogra
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Elsam Jylland	M. Hansen	T. B. Pedersen	J. Pajor	F. J. Pedersen	Susanne Pedersen

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G. N. Robinson	Sv. R. B. Olsen	L. H. Pedersen	E. Merza	B. Alcantara	H. Ø. Andersen
F. Thunø	H. C. Dvinge	Pierre Olsen	L. Bakmann	G. Uekermann	Fl. Andersen
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J. M. Nygaard	B. C. Zub	V. Sønderup	H. Nymark	J. K. Holm	
Joseph Batty	K. S. Mortensen	C. O. Schelde	R. Ignacio	P. R. Northam	
Brian Thomas	Sv. Bendixen	Troels Tornøe	S. Gregson	N. S. Carr	
J. S. Jensen	J. Magnussen	B. Carlsen	T. Hoffmann	J. Ø. Nielsen	
S. Christiansen	P. P. Laut	H. C. B. Pedersen	S. T. Christensen	C. Davidsen S. Wessel	Fl. Nielsen
Per Friis	K. D. Pedersen	J. Olesen	E. H. Hovgaard		B. Kristoffersen
P. Hytting	J. Chr. Juel	O. Fogt Nielsen	R. Magnussen		K. Ernstsen
D. Berriman	S. Chr. Pedersen	O. B. Pedersen	E. Penafloida	E. Manalansan	O. Rasmussen
C. B. Køllund	L. Feilberg	M. Rodenberg	Bjarne Jensen		Benny Nielsen
V. Pedersen	K. H. Greisen	F. Johansson	J. P. L. Holm		
J. H. Berthelsen	J. Johansen	K. H. R. Sørensen	Erik Petersen		

For tiden hjemme/ On home leave

Kaptajner

Ebbe Andersen, W. Elg, Christiansen,
H. O. Hansen, J. J. Jacobsen,
Kurt Jakobsen, Tage Johansen,
K. B. Kaysen, K. Kristoffersen,
Ø. B. Lie, Thyge Nielsen,
B. Ø. Pedersen, Jarne Petersen,
B. Reidl, O. Stoustrup,
I. Tipsmark, J. Tuxen,
V. H. Munch

Overstyrmænd

P. T. Blum, L. H. Christiansen,
F. Dalsgaard, R. Vedø Jeppesen,
P. Johannessen, H. Magnussen,
T. Matthiesen, K. Nielsen,
P. V. Nielsen, S. E. Nielsen,
F. Olsen, G. Petersen,
H. F. L. Petersen, V. Rom,
S. Arnoldson

1. styrmænd

Finn Hansen, Pia D. Hansen,
S. L. Hansen, L. D. Jørgensen,
J. v. d. Jagt, D. Kadjevic,
Fl. Kjær, J. K. B. Madsen,
T. B. Mikkelsen, I. K. Nielsen,
J. E. Pedersen, P. Raun,
B. Roy, N.U.B. Sørensen,
J. K. Thomsen, S. Vang,
T. Poulsen, S. L. Hansen

2. styrmænd

J. H. Bendtsen, J. Christensen,
W. M. Hansen, B. Heintz,
O. S. Jensen, L. Lundegaard,
Allis Mogensen, S. Sørensen,
R. Willadsen, R. Jakobsen,
N. Borgardal

Telegrafister

M. Møller, B. G. Pedersen,
T. Sandbeck, P. Agergaard,
P. Andresen, E. H. Boesgaard,
V. Jensen, L. K. Juhl,
S. E. B. Nielsen, K. Roseth,
Jeanette Sønstabø, G. Kohls,
J. Danvar

Maskinchefer

S. K. Thomsen, H. P. Deleuran,
E. Devi Nielsen, P. H. Hansen,
J. O. B. Jeppesen, B. R. Jakobsen,
P. Trige Rasmussen, K. Bille,
G. E. Rasmussen, O. Dalentoft,
E. S. Krogh, I. Sørensen,
Sv. L. Nielsen, Sv. Aa. Hansen

1. Maskinmestre

D. Mørch-Hansen, O. Axelsen,
E. S. Ravnskjær, Th. Jensen,
P. D. Danielsen, K. B. Christensen,
J. Storm, G. K. Bosold,
M. Fl. Sørensen, V. H. Christiansen,
C. Holmberg, K. C. Degn,
Ib. E. Larsen, K. Riis Hansen

2. Maskinmestre

K. P. Jensen, L. Frederiksen,
M. Gustafsson, P. M. Kristensen,
V. Mikkelsen, Bjarne Bak,
Aa. J. Justesen, T. S. Hansen,
J. H. Jarly, P. V. Pedersen,
M. Langeland, N. H. A. Rasmussen,
T. Ejlertsen, J. F. Mikkelsen

3. Maskinmestre

Anna K. Pedersen, J. A. Rasmussen,
N. C. Bertelsen, H. Letharius,
H. Næsager, Per B. Hansen,
Jan E. Jensen, Stig Holm,
J. Petersen

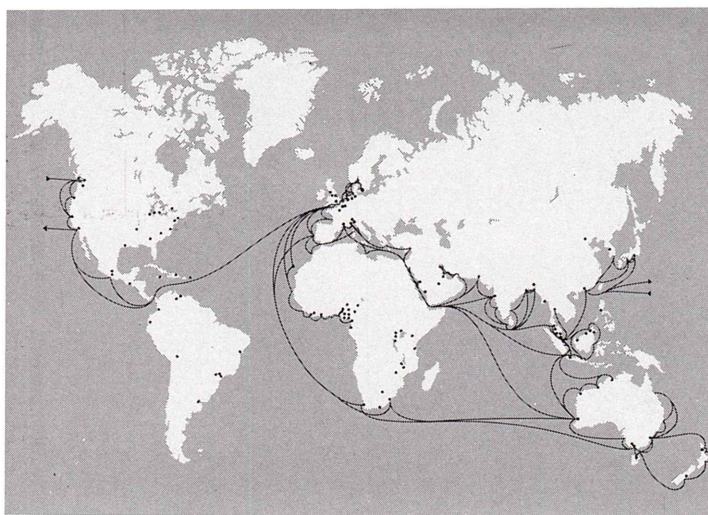
Elektrikere

W. Olsen, E. Hansen,
A. Vistisen, H. Feilberg,
H. Johansen, K. E. Hansen,
H. Stærmosé, I. Wessel,
P. Michelsen

Hovmestre

S. H. Andersen, S. E. Damgaard,
T. Enevoldsen, C. E. Hansen,
C. B. Holgersen, L. E. Jensen,
Robin Jensen, L. Jokumsen,
Erik Larsen, Leo Ravn

Rutenet for Kompagniets skibsfart/EAC's Network of Shipping Lines.



Flåden/ EAC fleet

Containerskibe



	Byggeår	Tons D.W.	IHK
ms Falstria	1971	20.215	27.300
ms Meonia	1972	20.215	27.300
ms Selandia	1972	36.928	82.000
ms Jutlandia	1972	36.928	82.000
ms Fionia	1977	19.974	26.900
ms Boringia	1978	19.974	26.900

Roll-on/Roll-off



ms Lalandia	1973	24.204	30.000
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»Panmax« Bulk Carriers



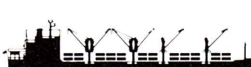
ms Malacca	1976	63.980	18.300
ms Morelia	1976	63.980	18.300

Product Carriers



mt Pasadena	1976	33.714	12.500
mt Patagonia	1976	33.714	12.500
mt Panama	1977	33.400	12.500
mt Paranagua	1977	33.400	12.500
mt Pattaya	1981	33.380	12.600

Liner Replacement skibe



ms Sumbawa	1977	23.314	11.600
ms Songkhla	1977	23.314	11.600
ms Mixteco	1978	23.770	9.800
ms Sinaloa	1979	23.720	9.800
ms Tarasco	1979	23.720	9.800

Lumber Carriers



ms FP Conveyor	1975	38.860	13.100
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